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The
American Perfumer

and Essential Oil Review

14 CLIFF ST., NEW YORK

SEPTEMBER
NINETEEN
TWENTY-FIVE

PERFUMER
PUBLISHING
COMPANY



American Can Company
NEW YORK



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OIL LAVENDER

(Hugues)

Successive failures of the French lavender crops in 1923 and 1924 resulted in shortage of supplies, excessive prices and inevitably in widespread adulteration. Notwithstanding, the purchasers of Oil Lavender Flowers, Hugues' had no cause for complaint during this period. Prices necessarily were higher but not unreasonably so, supplies were not cut off and not the slightest concession to circumstances was made in the high standard of quality which was uniformly and uncompromisingly maintained.

This, in a sense, is ancient history but it means that 1925 buyers of Lavender Oil who specify the "Hugues Aine" brand will receive the same service and will be assured of the best quality of oil producible at reasonable prices.

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Grasse

Ungerer & Co.
New York

The American Perfumer

and Essential Oil Review

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NEW CENSUS FIGURES FOR 1923 SWELL TOILETRY OUTPUT TO \$119,237,000

Revised returns of the 1923 Federal Census of Perfumery, Cosmetics and Toilet Preparations which have just become available give totals in these industries close to \$2,000,000 higher than the advance figures which we printed last January. Some little difficulty is experienced in getting at the exact output of commodities in our industries, for the reason that in the main table the returns of establishments producing less than \$5,000 of finished goods are omitted, while occasionally establishments which make perfumes and cosmetics as a lesser part of their activities are classified under the trade which occupies their major attention.

The following table shows statistics for the three years of the business of manufacturers engaged primarily in the production of perfumery, cosmetics and toilet preparations (but does not include the value of products made by firms not operating exclusively or chiefly in this industry):

	1923 ¹	1921 ¹	1919 ¹
Number of establishments.....	465	422	569
Persons engaged.....	12,170	9,289	9,446
Proprietors and firm members.....	264	301	373
Salaried officers and employees.....	4,145	3,150	3,668
Wage earners (average number).....	7,761	5,838	5,405
Capital.....	(²)	(²)	\$32,666,633
Rent and taxes.....	(²)	(²)	\$2,604,440
Salaries and wages.....	\$15,958,991	\$11,263,937	\$10,413,027
Salaries.....	\$8,856,947	\$5,905,600	\$6,430,011
Wages.....	\$7,102,044	\$5,358,337	\$3,983,016
Paid for contract work.....	\$37,655	\$28,913	\$225,089
Cost of materials.....	\$37,635,988	\$28,012,720	\$26,147,026
Value of products.....	\$100,241,486	\$72,540,904	\$59,613,391
Value added by manufacture ³ ..	\$62,605,498	\$44,528,184	\$33,466,365

¹ Data for establishments with products under \$5,000 in value included for 1919, but not for 1923 and 1921.

² Not called for on schedule.

³ Value of products less cost of materials.

The figure of \$100,241,486 given as the value of the products in this group is calculated to mislead persons who do not delve deeper into the mysteries of the census, for a little research work in this direction discloses that the value of the perfumery, cosmetics and toilet preparations produced in the United States in 1923 reached the much handsomer sum of \$119,237,000, which as previously mentioned is considerably more than the total made public some time ago.

In the census for 1921 the total reported was \$90,756,063. In 1919 it was \$82,084,262 and in 1914 \$25,964,915. Even a cursory glance reveals the tremendous growth of the industry in the decade. The gain between 1923 and

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1921 probably is the most significant, for it represents an increase in the output in that brief period of more than \$28,000,000 of products at manufacturers' valuations. Nimble statisticians can easily pencil what the final consumers have paid for the goods.

The following figures will give some interesting information regarding the Drug Industries Group, included in which are items affecting or related collaterally to our industries:

Industry and Class or Kind of Product	1923	1921
Number of establishments, total.....	2,426	2,458
The drug industries—Establishments engaged primarily in the manufacture of—		
Druggists' preparations.....	389	408
Patent medicines and compounds.....	1,363	1,436
Perfumery, cosmetics and toilet preparations.....	465	422
Other industries—Establishments reporting, as subsidiary products—		
Druggists' preparations.....	30	50
Patent medicines and compounds.....	111	96
Perfumery, cosmetics and toilet preparations.....	168	146
Products		
Total value.....	\$449,224,569	\$357,272,094
The drug industries (all products): Establishments engaged primarily in the manufacture of—		
Druggists' preparations ¹	79,142,668	81,697,922
Patent medicines and compounds ²	237,494,447	175,898,330
Perfumery, cosmetics and toilet preparations ²	100,241,486	72,540,904
Subsidiary products of other industries:		
Druggists' preparations.....	7,475,488	5,199,800
Patent medicines and compounds.....	5,880,851	5,823,405
Perfumery, cosmetics and toilet preparations.....	118,989,629	116,111,733
Patent and proprietary compounds, total ³	\$64,812,284	\$44,440,048
Insecticides.....	21,916,776	12,354,228
Antiseptics.....	7,963,407	4,073,425
Disinfectants.....	5,291,353	4,648,249
Boiler compounds.....	4,889,270	3,622,352
Deodorants.....	2,669,968	2,166,735
Germicides.....	1,060,211	509,448
Fire-extinguishing compounds.....	132,430	98,447
Other, including compounds unclassified.....	20,888,869	16,967,164
Perfumery, cosmetics and toilet preparations ³	119,237,060	90,756,063
Flavoring essences and extracts ⁴	7,500,990	6,445,818
All other products ⁵	13,632,282	9,354,072

¹ Includes data for establishments in the soap industry which reported the manufacture of perfumery, cosmetics and toilet preparations as subsidiary products, as follows: Number of establishments, 1923, 24; 1921, 18; 1919, 23; 1914, 33. Value of perfumery, cosmetics and toilet preparations manufactured, 1923, \$16,928,310; 1921, \$15,115,334; 1919, \$12,635,206; 1914, \$6,804,508.

² Total values of all products (including minor products other than druggists' preparations, patent medicines and compounds, perfumery, cosmetics and toilet preparations) reported by establishments classified in the respective industries. These values, therefore, differ somewhat from the actual values of the corresponding classes of products.

³ Actual values of specified classes of products, regardless of industry designations of establishments reporting them. (See footnote 2.)

⁴ Not including products of establishments engaged primarily in the manufacture of flavoring extracts, which is treated as a separate industry. The total values of products (including minor products other than flavoring extracts) reported by that industry for the four census years were as follows: 1923, \$24,136,403; 1921, \$33,059,909; 1919, \$30,116,932; 1914, \$11,380,423.

⁵ Confectionery, ground coffee and spices, surgical dressings, capsules, toilet soap, soda-fountain sirups, dressed hogs (reported by establishments engaged primarily in the manufacture of biological products) miscellaneous merchandise, etc.

This seems to be rather a census issue, for in addition to the above figures, reports on essential oils and aromatic organics are given on page 389.

Plans are now being formulated at Washington for taking the biennial census of our industries for 1925.

NEW MISS AMERICA IS ENTIRELY NORMAL

It is refreshing to learn that the new Miss America (Miss Fay Lanphier, of Alameda, Cal.), crowned Queen of Beauty at Atlantic City, has never bobbed her hair and has no aversion to perfumery or cosmetics.

"TUNE IN" WITH OPPORTUNITY

By JAMES EDWARD HUNGERFORD

(Written for This Journal)

Sometimes it pays to "listen in"
To topics folks discuss,
For "hints" are dropped, that help us win—
Are meant, my friends, for us!
Some people say that "talk is cheap,"
But sometimes it comes high,
And we can often learn a heap
From "talk" that we pass by!

For words are golden, now and then,
And most of those who win
In this old world—the wisest men—
Hear most, and "cash it in!"
If we'll be wide-awake, and hark
To what some "pass up cold,"
Mayhap we'll hear a wise remark
That's worth its weight in gold!

From mouths of fools oft wisdom drips,
'Twas said by some wise sage,
As well as from the lisping lips
Of babes of tender age!
And if we'll wisely "listen in"
To what is said—and heed,
We'll hear a heap to help us win
The things we want and need!

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DEATH OF DR. CHANDLER, CHEMISTS' DEAN

Probably no man in our allied industries has had more varied activities or has accomplished more of universal benefit to science, education and health than Professor Charles F. Chandler, of Columbia University, who died August 25 at the ripe age of 88 years. A résumé of his achievements would fill several columns and it is not necessary to do more than pay this sympathetic tribute to the Dean of American chemists and mention a few of his titles to fame in addition to holding the chair of chemistry at Columbia for 33 years.

Dr. Chandler was foremost among the founders of the Americal Chemical Society and was twice its president. He also aided in founding the New York Chemists' Club and numerous other organizations, in addition to being father of the New York State Board of Health and the sponsor of the present New York City Health Department, of which he was long president, and in which he started the many food and health activities which are now carried on. In fact the whole scope of sanitary inspection as now practiced is but the evolution of the then radical, comprehensive and salutary plans for the protection and preservation of the health of citizens which Dr. Chandler originated during his long term at the head of the Metropolitan Health Department.

The Nation, the scientific world and beneficiaries of the Food and Drugs Law, which was built by Dr. Wiley in part on Dr. Chandler's precepts and practices, all owe a debt of gratitude to this distinguished man.

WHAT THE SAFETY MOVEMENT REALLY MEANS: SAVING LIMBS, LIVES AND MONEY

Accidents, in the streets, in homes and throughout plants, factories and shops are costing America thousands of precious lives and billions of dollars every year. Declaring that accidents do not just happen but are due to definite causes, elimination of which will do away with the results, the National Safety Council is engaged in a perpetual country-wide campaign to educate the public how to cut down the annual loss of life and limb as well as the tremendous money damage which is involved. It is hoped that 90 per cent of the accidents will be eliminated when people learn how to remove the causes.

What the National Safety Council is doing to conserve human life and the nation's financial resources is convincingly told in a report just made public by W. H. Cameron, its managing director. While statistics do not appeal to everybody, it is worth knowing that during the last dozen years in its efforts to hammer home the accident prevention message the National Safety Council has spent more than \$2,000,000; that if the pages of its annual congress proceedings were combined they would make a volume of more than 13,000 pages; and that it has issued 4,500 new and separate pictorial bulletins.

At the present time its affiliated safety councils are spending about \$450,000 annually and there are 3,100 persons serving voluntarily on the various committees without financial compensation. These locals conducted more than 25 special safety schools in which more than 20,000 persons were registered during the last year. More than twenty-five of these units have had safety instruction and activities inaugurated in public and parochial schools.

Supporting the National Safety Council are 4,000 employers operating 8,000 establishments and employing 6,000,000 workers. More than 50,000 persons are contributing directly to the support of the local councils.

As a result of the ground work done by the National Safety Council, many other national, state and local organizations are manifesting marked interest in the safety movement and also are participating in the program adopted at the Hoover Conference on Street and Highway Safety at Washington last December when President Coolidge placed his official endorsement on the campaign's objectives.

FACTS ABOUT EXPIRING TRADE MARKS

As Howard S. Neiman says in his article on "Expiring Trade Marks," printed elsewhere in this issue, there has been so much misinformation set forth in the newspapers on the subject that this survey of the entire situation will be welcomed not only by those registrants directly interested, but by others who are concerned in knowing all of the facts about trade marks. Practically ninety percent of our readers tie up in some way to trade marks and the other ten percent also would do well to consider the points set forth in Mr. Neiman's elucidation of the past, present and future of trade marks as applied to all industries, but particularly to those in which our friends are engaged.

An Index to Latest Fads and Styles

(Rupert E. Clander, Rupert Company, Inc., Des Moines, Iowa)

THE AMERICAN PERFUMER is an index to all of the latest fads and styles in perfume packages in its advertisements and I would hesitate to be without it while associated with the profession.

OUR ADVERTISERS

SOLAR LABORATORIES, INC.

435 East 24th Street, New York

AMERICAN PERFUMER & ESSENTIAL OIL REVIEW,
14 Cliff street, New York.

Gentlemen: For the past several years I have watched the results of our advertising in your magazine and am very pleased to tell you that the results were indeed very gratifying.

I have never known of any magazine that came in such close contact with the trade as THE AMERICAN PERFUMER. Personally, I believe that it is the best medium of our industry.

Wishing you continued success, I am,

Very truly yours,

SOLAR LABORATORIES, INC.,

S. B. KAIDEN, Gen'l Mgr.

TOO MUCH BUREAUCRATIC ACTIVITY ABOUT BUSINESS FIRMS AT WASHINGTON

Coty, Inc., of New York, has taken a definite stand in making the announcement printed on page 387 that it is determined to protect the interests of its retailers in realizing legitimate profits on its goods. This is in line with the policy of numerous other manufacturers, but is particularly significant at a time when the Federal Trade Board is prosecuting the Armand Co. and Houbigant, Inc., for having operated plans to achieve precisely the same result for their clients.

The feeling in the trade seems to be that the Federal Trade Board has been too busy to read President Coolidge's assurances to Business that it will not be unnecessarily annoyed or harassed.

Likewise it looks as if the Department of Justice also needs spectacles to enable it to read the President's views, judging from the "warnings" to associations issued from the Attorney General's Office. See page 388.

FIRE COST IS \$1.044 A MINUTE

America's bill for fire waste in 1924 was \$1.044 a minute, an annual loss of \$548,000,000, exceeding all previous high records. These are the figures of the Actuarial Bureau of the National Board of Fire Underwriters quoted in a bulletin issued by the Insurance Department of the Chamber of Commerce of the United States and the National Fire Waste Council.

Much of this enormous loss is preventable waste. "Although the fire losses of the United States continue to mount," says the bulletin, "it is not necessarily an indication that they cannot be reduced. The experience of the 1924 Inter-Chamber Fire Waste Contest shows that losses in the reporting cities were reduced to the extent of \$4,000,000 over their average for the preceding five years coincident with the activities undertaken by local fire prevention committees. The per capita loss in these communities was \$3.10, as compared with the national average of approximately \$5.00. Although fire waste is a national problem, it can only be solved through the combined endeavor of all communities."

TRADE TREND UPWARD AS AUTUMN APPROACHES

Usual Summer Depression Scarcely Noticed; Most Industries are Busy;

Chain Stores Enjoy a Boom; Financial Straws Indicate Prosperity

Roger W. Babson, in his monthly statistical survey of business conditions, with particular reference to the autumn outlook, declares that 27 of the 30 leading barometer subjects in his supplement show a distinct upward turn in business activity. He continues:

"Apparently the bottom of the usual summer decline in industry has been passed and better trade conditions are developing. Present conditions point to a satisfactory autumn business. We believe it is safe to plan on a general buying power in business as a whole at least 10 per cent larger than a year ago."

Preparing for a Frosty New Year

Mr. Babson again calls attention to certain long-range weather forecasts that 1926 will be an abnormally cold year, and that early frosts are possible this autumn. He says:

"One theory is that the temperatures of ocean currents change with the variations in the sun's heat and, in turn, control inland weather. Because the oceans are slow to respond to changes in solar radiation, and because of the time required for the flow of ocean currents, certain lags doubtless must be calculated. Hence, according to the theory, the most intense effect of subnormal solar temperatures would be felt only after several years. According to the measurements taken by the Smithsonian Astrophysical Observatory, the sun's heat has been below normal since early 1922. Recent measurements show a rising tendency, but the solar heat is still considerably less than the average for the past eight years. If there is a relationship between solar heat variations, ocean temperatures and inland weather, therefore, one would expect a tendency toward extreme fluctuations and unseasonably cold spells this year and next."

"Frankly our opinion is that long-range weather forecasting is coming, but that today it is where the electrical industry was when Franklin flew his kite. On the other hand, it seems wise to take such precautions against early frosts this year as one conveniently can. Franklin knew almost nothing about electricity, but those who followed his advice and kept away from trees during thunder storms have done well."

Large Trade Volume Likely in Autumn

The National City Bank of New York in its September survey says: "The general outlook for business continues to be very satisfactory to those who have steadfastly maintained that 1925 would give a good account of itself. Pessimism has been fading out since the crop prospects began to improve in the latter part of May, and confidence is now well established, although not aggressive enough in trade circles to work any pronounced change in buying policies. The opinion prevails that conditions are favorable to a large volume of business this fall—probably the largest ever handled—but the productive capacity of the country is now thought to be so large in all lines that there is no uneasiness about ability to get goods as wanted, or at the present price level. This continued absence of the speculative spirit in the goods markets is the dominating feature of the commercial situation and also of the credit situation."

Bright Outlook in the Middle West

Healthy fall business was predicted in reports from commercial and banking circles throughout the Mid-West collected this month by the Associated Press. More money has been collected in income taxes in Oklahoma than any year since the tax went into effect.

The usual summer lull has been absent at Oklahoma City, according to J. W. Jeter, vice-president of the First National

Bank there, who saw indications that the fall months will be the best in a decade.

Bank clearings in Detroit for the fiscal year ending August 12 showed an increase of \$567,788,562.89 over the previous fiscal year.

"The general condition of Indiana banks," said Thomas D. Barr, Deputy State Banking Commissioner, "is better than at any time during four years."

State and national bank deposits in Ohio, June 30, showed an increase since June 30, 1924, of \$158,146,000.

Chain Stores Grow in Number and Profit

The September Monthly Review of Credit and Business Conditions by the Federal Reserve Agent at New York contained the following item on chain store sales:

"July sales of 50 reporting chain store systems were 20 per cent larger than in July last year, accompanying an increase of 19 per cent in the number of stores operated. While all types of chain systems reported increases in total sales, the largest gains, both in sales and number of stores, continued to be in the grocery and variety systems. In the cases of shoe and tobacco chains, however, the increases in sales failed to keep pace with the opening of new stores, so that sales per store in these groups were below last year."

Demand for Credit at New High Level

Growth of business activity in recent weeks has been reflected in an increased commercial demand for credit, but, according to a statement of the Federal Reserve Board the increase in the volume of member bank credit has been entirely outside of the banks in New York city. Loans for commercial purposes at banks in leading cities, which had been declining for several months, increased after the beginning of July and on August 12 were in the largest volume for three months.

Trade Reviews Call Outlook Good

Current business is in a strong position, with the outlook favoring further expansion despite spotty developments of the past month, according to the *Dun* and *Bradstreet* trade reviews. The anthracite strike has had a depressing effect upon the areas in which the mines are located, but otherwise appears to have influenced business sentiment only slightly.

Business Volume Gains Two Billions

Reports to the Federal Reserve Board by banks in leading cities for the week ended September 2 showed the business volume \$2,337,000,000 ahead of the corresponding week in 1924.

On the Threshold of a New Advance

New York *Herald-Tribune*: "Seldom has the outlook in all avenues of industry and finance been so favorable as at the present time. The predicted summer depression has passed without ever having been realized, and events of the past week indicated that business was on the threshold of a new advance that would probably carry through at least to the holiday period and perhaps far beyond."

General Prosperity Forecast for Year

The present volume of trade and industry is very satisfactory compared with the figures of a year ago and the outlook is excellent for well-sustained prosperity in numerous lines for the balance of the year, according to the Irving Bank-Columbia Trust Company's Mid-Month Review.

Compliments for "The American Perfumer"

(F. R. Lockwood, Treasurer of Lockwood Brackett Co., Soaps and Shampoos, Waltham, Mass.)

You are certainly to be complimented on the splendid quality and character of the publication.

TEN MILLIONS VISIT PARIS EXPOSITION

Latest Ideas of 38 Industries Including Perfumery Shown at
First International Exposition of Modern and Industrial Art

By SCHWOB TERQUEM
Head Manager, Revue des Marques, Paris



HALL OF THE GRAND PALAIS ON THE CHAMPS ELYSÉES WHERE 32 PERFUMERS DISPLAYED THEIR PRODUCTS

Since May 12 when the first International Exposition of Modern Decorative and Industrial Art was formally opened in Paris, France, over 10,000,000 visitors have inspected the exposition, admired the architecture of the buildings and their appropriate setting, enjoyed the un-failing courtesy of French hospitality, and have carried away with them new ideas of the manifold uses of art in industry. In the exposition, which will close, incidentally, in October, almost twenty nations are represented; but unfortunately the United States is not included in this number.

There are 38 industries of an artistic nature represented in the exposition and undoubtedly one of the most interesting of these is the exhibit of perfumers. This feature was staged in the Grand Palais on the Champs Elysées and the large octagonal hall which was used for the purpose was lined with booths on all four sides and in the center there was a star shaped arrangement of booths effectively lighted from above. A general color scheme of straw yellow, silver and mauve was adopted so as not to conflict with any color scheme which might be used by any of the exhibitors.

In this hall, thirty-two perfumers, principally from France, but also from England, Japan, Italy, Belgium and Greece, displayed their finished products in a variety of interesting ways. There was much food for thought to American perfumers and soapmakers who studied the Per-

fumery Section of the exposition. The general effect was strikingly simple, and by virtue of this simplicity it carried home a distinct message.

Thus, the booths along the sides were harmoniously arranged, yet each was marked by the characteristic individuality of the exhibitor. Houbigant, for example, displayed its line in a rich but soberly ornamented panel. Guerlain limited his display to a few bottles of extracts, lotions and Cologne water in a flowery frame lined with black velvet trimmed with golden lines, and Lubin adopted a symmetrical scheme to emphasize the solidity of this very old firm. Piver, on the other hand, grouped his most reputed creations in a disorderly fashion, securing in this way a most artistic effect.

Bourjois had an idol—a woman. The statue of the nude figure standing on a pedestal in the middle of the booth formed a fitting setting for two bottles of perfume and a selection of powder and compact boxes. Pinaud displayed an array of finished products under three arches and in a bower decorated with a flower twisted railing, on tables and light shelves, Roger & Gallet displayed their most recent novelties.

The booth of Violet was quite original. His name appeared in a moon shaped circle amidst a flowery sky, and every number in his line, down to the smallest vial, was fitted into the "sky" in a most artistic way. Gelle Freres in their panels displayed a large variety of flowers whose

odors were presented in the form of soaps, pomades, lotions and extracts. Coty did not exhibit.

The Chevalier d'Orsay pictures were displayed by d'Orsay, who relied upon four selected bottles of perfume to give an idea to the visitor of the character of its products. Cheramy adopted a unique idea, conveying the impression of a transatlantic liner with Cheramy creations on display in the portholes. Gabilla, Lysane and Cellier also had attractive booths.

Godet had an original exhibit, its booth opening like a folding screen, displaying a full line of extracts, lotions and powders in each odor offered. Rosine perfumes: Hahma, Le Balcon, and Arlequinade were displayed by Poirret and the Gueldy brand was also well represented. Arys novelties, and Rigaud extracts and toilet preparations were displayed simply but adequately.

De Vigny who has adopted strange names to put on the market originally shaped bottles and boxes containing his new creations attracted much attention, as did also Corday and Jovoy.

Other exhibitors were Gravier; Plassard; Vibert Freres, an old house well known even before the war; Grenoville; Lenthéric; Fontanis; Lesquendieu and Isabey; and the newer houses of Worth, Jeanne, Lanvin and Callot, dress-making establishments which now offer perfumes.

Dentifrices and tooth powders were shown by Belabre, Bixol, Anizol and Gibbs and the house of Baudelot Freres, an old soap making concern, displayed its products to good advantage, directing special attention to its lilac odor.

Borsari et Fils, an Italian house, showed their "Violetta de Parma" in which their specialize. Belinay, Maugenest and Levinsky exhibited atomizers. Artotex displayed equipment and Kalisz showed filling machines. Even the Japanese were represented by Oyama-Djamah with their pastilles, and auxiliary displays of combs and curlers were made by a number of manufacturers.

As a whole the exhibition was very comprehensive and with true French thoroughness, nothing was omitted that would help to give the visitor a complete picture of the latest developments in the art of packaging and displaying perfumes and toilet preparations. The exhibition was voted a success and its sponsors plan to hold it annually.

MR. PFEIFFER AT PARIS ART SHOW

G. A. Pfeiffer, president of Richard Hudnut, New York City, returned on the *Majestic* September 8 from his second trip to Europe made this summer as a delegate-at-large from the United States to the First International Exposition of Modern Decorative and Industrial Arts in Paris. Mr. Pfeiffer was one of the six men prominently identified with the perfumery and toilet preparations industry who were appointed delegates to the Exposition by the commission designated by the Secretary of Commerce of the United States to visit and report on the Exposition.

Mr. Pfeiffer sailed on his first trip May 6, so that he was in Paris soon after the Exposition opened. Immediately on his arrival, he visited the headquarters of the American commission at 23 Rue de la Paix, Paris, and from then on, for several weeks, prominent government officials and distinguished men in arts and commerce extended courtesies to the representatives from the United States. Invitations for banquets, fêtes, special trips to places of interest, bridge and Mah-Jongg parties, and the opera were received almost daily, and in every way the hosts endeavored to honor the representatives of the United States.

Among the early social events were a reception given by the President of France and a luncheon given by Aristide Briand, Minister of Foreign Affairs. Baron and Baroness Henri de Rothschild, Charles Chaumet, Minister of Commerce and Industry, and Commissioner-General Fernand David similarly paid their respects to the delegates and thus further emphasized in a fitting way the warm friendship that exists between the United States and France.

The primary object of the Exposition, Mr. Pfeiffer pointed out, was to acquaint the delegates from the United States with the results achieved by the French in all branches of modern decorative art, and to arouse interest in modern French creations with a view to promoting practical commercial relations between the United States and France.

In the perfumery section there were thirty-two exhibitors of finished French products, including the foremost French houses. In addition, there were striking displays by three large glassware manufacturers.

Up to the time of Mr. Pfeiffer's departure, the attendance had passed the ten million mark, and as the weeks passed, greater interest seemed to be shown in the Exposition. As a whole, Mr. Pfeiffer reports that the Exposition was fertile in suggestions for new ideas and new methods of displaying goods. In the exhibits of perfumery there was little that differed materially in the way of packages from what is already well known to the perfumery industry, but, despite this, many of the exhibits showed good ideas in display and could not help but serve to stimulate thought.

According to Mr. Pfeiffer, the success of the exhibition as a yearly enterprise seems assured.

FINAL PLANS FOR CHEMICAL SHOW

Plans for the Tenth Chemical Exposition, which will be held during the week of September 28 in Grand Central Palace, New York City, are rapidly nearing completion. A new feature will be introduced in the display, in the nature of a Court of Chemical Achievement. This will bring together in one group the most meritorious developments in chemical processes, products, instruments, and equipment. This section will occupy a large part of the third floor of Grand Central Palace, and is intended to epitomize the progress of American chemistry. Selections for the Court were made from many applications by the Approval Committee of the American Chemical Society.

In addition, there will be the usual array of exhibits by manufacturers of all classes of chemicals, equipment and machinery used in chemical processes. *THE AMERICAN PERFUMER & ESSENTIAL OIL REVIEW*, as in the past, will have a booth where all interested in perfumes, toilet preparations, soaps, flavoring extracts, and allied trades covered by this journal will be welcome. The booth is No. 289, and is conveniently located on the second floor.

Among other exhibits of interest to our industry are the following: Alsop Engineering Co., Aluminum Co. of America, H. Reeve Angel & Co., Arabol Mfg. Co., Blackmer Pump Co., Economic Machinery Co., Eimer & Amend, Enamel Products Co., Edward Ermold Co., The Glascote Co., Great Western Mfg. Co., Lowe Mfg. Co., Mathieson Alkali Works, Inc., Miner Laboratories, Mixing Equipment Co., The Pfaunder Company, Sharples Specialty Co., Sholes, Inc., Sowers Manufacturing Co., F. J. Stokes Machine Co., A. W. Straub Co., Stuart & Peterson Co., U. S. Industrial Alcohol Co., U. S. Industrial Chemical Company, Young Brothers Co.

During the week of the Exposition, the fourth joint dinner of the American Chemical Industries will be held at the Hotel Roosevelt, on the evening of October 1.

The committee in charge of the dinner is composed of the following representatives of the organizations co-operating: Chairman, E. J. Barber, Salesmen's Association; secretary, D. H. Killeffer, American Chemical Society; treasurer, Ralph E. Dorland, Druachem Club; members, Williams Haynes, Chemists' Club; Charles H. Herty, Synthetic Organic Chemical Manufacturers' Association; F. G. Zinsser, Chemical Warfare Association.

COTY'S NEW PRICE PLAN; ARMAND ASSAILED; VIVI ENJOINED

**U. S. Branch of French House Protects Dealers; Federal Board Busy;
Vivaudou Asks Merger Damages; Coty-Hilbert "De Luxe" Case Dropped**

For the purpose of equalizing the opportunities and profits in the sale of Coty products among all classes of retailers, large and small; and to keep in closer touch with the sales of its products into the hands of the ultimate consumer, Coty, Inc., New York City, on August 1 adopted a single uniform discount to the retail trade, and inaugurated a radical change in its distribution methods.

Coty products have been sold direct to retailers and through jobbers. Under the new plan the country has been roughly divided into about 275 districts and distributors throughout the United States have been appointed who will sell to retailers who prefer to buy locally. Each distributor carries complete stocks of the Coty line so as to be in a position to supply at net prices to all dealers desirous of replacing "shorts."

In a memo furnished to us by Coty, Inc., they state explicitly that they believe in the right of every merchant to run his own business, and that price cutting is an evil. They look with much disfavor upon the price methods applied to their line; and that the marketability and value of the brand do not need such merchandising to further its popularity. They hope to secure the maintenance of their retail prices not through coercion or drastic methods, but with the cooperation of the entire trade.

They add that they are determined to create a fair margin of profit for the retailer, and that if need be, they will exercise their legal right in refusing to sell to anyone ignoring their suggested retail prices.

Coty believes that a measure of responsibility is placed on the shoulders of each exclusive distributor to keep in close touch with the New York office and to see that promises made by the company are fulfilled, and that every available sales help and every protection possible is furnished to dealers. It is also felt that the new plan will make it possible to reach and serve many retailers, particularly small ones, who hitherto have not handled Coty products.

But aside from the incidental benefits expected, the underlying thought in the newly adopted plan is the belief in a fair profit for the retailer; and it is therefore confidently expected, Coty states that the new selling method will afford every possible means under existing law to create a fair margin of profit for the merchant who sells Coty products to the public.

Heretofore, a sliding scale of discounts, depending on the size of the order was in effect on direct purchases. These trade discounts were 5% on orders of \$100; 10% on orders of \$150; and 10 and 5% on orders of \$350 or more. In place of these discounts there is now only one trade discount, and that is 5% on orders of \$100 or more, with a freight allowance on orders of \$300 or more. The "fill in" privilege is allowed. It is felt, Coty states, that the elimination of the sliding scale of discounts will do away with the restrictions which heretofore penalized the smaller merchant unable to buy the maximum quantity.

Formerly, to get the maximum discount, a merchant had to place an order for \$350. If he was a "big" retailer, the ability to buy in the larger quantity obviously gave him an

advantage over his smaller competitors. To make a purchase of equal size, so as to get the benefit of the larger discount, often proved a burden to the smaller man. Now, under reduced list prices, the cost of merchandise with the single 5% trade discount, is the same as it was formerly with the maximum discounts of 10 and 5%. This serves to put all classes of merchants on an equal plane, with an equal opportunity for a fair margin of profit.

ARMAND PRICE PROTECTION IS ATTACKED BY FEDERAL TRADE BOARD

WASHINGTON, September 14.—The Armand Company, of Des Moines, Iowa, and its officers and agents, and fifteen wholesale druggists and four retail druggists in various States and The Fair department store in Chicago, are all charged with conspiracy to restrain trade in toilet articles and cosmetics, in a complaint announced by the Federal Trade Commission. The Armand Company is further charged with monopoly on account of its alleged re-sale price maintenance scheme and elaborate system for enforcing it, which is aided and abetted, as alleged, by the druggists and others subscribing to the manufacturers' system of selling Armand products to the purchasing public at prices set by the manufacturers.

Druggists named co-respondents in the complaint are: Spurlock-Neal Company and Berry, DeMerville & Co., Nashville; Robinson-Pettet Company, Louisville; Greiner-Kelly Drug Company, and the J. W. Crowder Drug Company, Dallas; San Antonio Drug Company, San Antonio; Lamar & Rankin Drug Company, Atlanta; Western Wholesale Drug Company, Los Angeles; Fuller-Morrisson Company, Humiston, Keeling & Co., and Peter Van Schaack & Sons, Chicago; McPike Drug Company and Faxon-Gallagher Drug Company, Kansas City; and J. S. Merrell Drug Company, St. Louis, all wholesale druggists, and E. H. Cone, Inc., Marshall's Pharmacy, and Jeffares-Long Drug Company, Atlanta, and the Owl Drug Company, Kansas City, retail druggists.

All respondents deny "that they have been or are engaged in any conspiracy, common understanding, combination or agreement with and among themselves or with anyone else to monopolize and unduly, unreasonably, directly and oppressively to restrain interstate business, trade and commerce," or that "they have used or are using unfair methods of competition in commerce within the intent and meaning of section 5 of the Federal Trade Commission act," as alleged in the complaint. Blanket answer for all respondents was filed by Charles Wesley Dunn, New York attorney.

Hearing in Houbigant Case Postponed

Testimony in the case of the Federal Trade Commission against Houbigant, Inc., which was to have been taken in New York City September 9 was postponed until September 22, when the hearing is now scheduled to commence. It is charged in the complaint that Houbigant Inc. has been enforcing uniform retail sales prices by co-operative methods. Hornblower, Miller & Garrison are the attorneys for Houbigant, Inc.

INJUNCTION ISSUED AGAINST VIVI

An injunction was granted V. Vivaudou, Inc., against Vivi, Inc., by Judge Goddard in the U. S. District Court for the Southern District of New York, August 24. No opinion

was given, but in its place Judge Goddard issued the following memorandum:

"Plaintiff's motion for an injunction is granted to the extent that defendant is enjoined from:

"1. The use of the word 'Vivi' separately or in combination with any other words in connection with the advertising or sale of its toilet preparations.

"2. The use of the words 'Vivaudou' or 'Victor Vivaudou' in connection with the distribution, advertising or sale of its toilet preparations.

"3. The use of the photograph of Victor Vivaudou in connection with the distribution, advertising or sale of its toilet preparations.

"4. All other acts calculated to cause the defendant's products to be passed off for those of the plaintiff's."

The issues in the case were stated in the August number of this journal, page 325. Counsel for Vivi, Inc., announce that it is the present intention of the defendant to appeal from the order of Judge Goddard to the Circuit Court of Appeals on the ground that it was too broad.

In an advertisement "Signed Victor Vivaudou (Personally)" an announcement is made that he will employ "a new principle" in marketing his products.

Vivaudou Sues for \$450,000 Damages

Victor Vivaudou, president of Vivi, Inc., and formerly

president of V. Vivaudou, Inc., has instituted suit in the New York Supreme Court for \$450,000 damages against Jules S. Bache & Co., bankers; David A. Schulte, chairman of the board of directors of V. Vivaudou, Inc., and Jervis R. Harbeck, a director of V. Vivaudou, Inc., alleging misrepresentation. In Mr. Vivaudou's affidavit he alleges that the defendants manipulated the price of the stock of V. Vivaudou, Inc., on the Stock Exchange, made false statements about the financial condition of the company and otherwise conspired so that he was forced to sell 50,000 shares of stock at \$7 per share in September, 1924. The stock is now quoted at \$14 per share. The defendants have entered a general denial in the answer. The case has not been put on the calendar as yet for a hearing.

Coty Abandons "De Luxe" Hilbert Case

The United States Patent Office has dismissed Opposition No. 5849, Coty, Inc., vs. A. J. Hilbert & Co., Inc., of Chicago. The date set for final hearing passed without Coty, Inc., filing any testimony within the time allowed for that purpose. It was adjudged, therefore, that A. J. Hilbert & Co., Inc., was entitled to the registration for which it made application. The limit of appeal was August 18, 1925, but no appeal was taken. The controversy grew out of an application to register "De Luxe," and was reported on page 667 of our issue of February, 1925.

ACTIVITIES OF ASSOCIATIONS, SOCIETIES AND CLUBS

PRESIDENT WARREN REVISES COMMITTEES

Northam Warren, president of the American Manufacturers of Toilet Articles, announces that in the roster of the Legislative Committee, as previously printed, M. D. McKinney has been designated to serve in place of C. L. King, both being of the J. R. Watkins Co., and Mason Trowbridge, attorney for Colgate & Co., replaces G. A. Pfeiffer, who found it impossible to serve. The official list should be corrected to agree with the alterations shown herewith.

The following committees also have been revised:

FINANCE COMMITTEE

H. Henry Bertram, Chairman (of the A. P. Babcock Co., New York City).
C. M. Baker (Pond's Extract Co., New York).
V. C. Daggett (Daggett & Ramsdell, New York).

TRANSPORTATION COMMITTEE

Walter Mueller, Chairman (Morana Incorporated, New York).
J. Clifton Buck (Smith, Kline & French Co., Philadelphia).
W. S. Denney, Jr (Denney & Denney, Philadelphia).

The other committees stand as printed on page 120 of our May issue, except, of course, the substitution in the Legislative Committee as noted above.

Secretary Bertram recently issued Bulletin No. 66 to the members, giving information received from the association's Washington representative regarding the changes in prohibition enforcement, together with a copy of the Treasury Decision 3737, issued by Commissioner Blair.

American Chemical Society

The Inter-Sectional Meeting of the American Chemical Society in New York City, September 29 to October 2, in the week of the Tenth Chemical Exposition, promises to be a notable event with a large attendance from the ten co-operating sections outside of New York City, whose section will be host to the visitors. Headquarters will be at the Chemists' Club, 52 East 41st street. Reduced railroad fares are available for members of the A. C. S.

FEDERAL POLICY TOWARD ASSOCIATIONS

WASHINGTON, D. C., September 14.—The new trade association policy of the Department of Justice has been announced by William J. Donovan, assistant to the Attorney General, who is now in charge of anti-trust prosecutions. Mr. Donovan took the occasion to outline the Department's views in an address at a meeting of the Association of Attorneys General in Detroit.

Mr. Donovan announced that the Department has accepted the guiding principles laid down by the Supreme Court in the Maple Flooring and Cement cases, but that it has filed a petition with the court for a rehearing of these cases, believing that the facts would justify decisions adverse to these particular trade associations even under the principles laid down by the court.

Mr. Donovan in his address said:

"Trade associations properly administered can certainly aid in lessening the hardships of unrestrained competition and as well eliminate the motive for corporate combinations. It may very well be that held to legitimate use and high purpose they can be of effective service in attaining the object for which the anti-monopoly statutes were enacted. If independent traders can operate upon a large scale and secure one another by legal methods, then there will be no need for pooling agreements or holding companies.

"The Department of Justice has filed petitions for rehearing on both these cases. In these petitions the government accepts as the test for legality of trade association activities the principle laid down by the court in its decisions. It asks for a reconsideration of these cases only because of the belief that the question has not heretofore been adequately presented with special reference to certain outstanding facts, which seem to bring the case squarely not only within prior decisions of the court but within the very principle laid down by the court in the Maple Flooring and Cement cases.

"In other words, the purpose of these petitions is not to restate the arguments previously made or to challenge the principle upon which the case was decided. It is merely to point out facts contained in the record which, accepting the principle of the court's opinion, appear to require a different result.

"The significance of these petitions is not generally realized."
(Continued on Page 398)

CENSUS REPORTS ON DYES AND ESSENTIAL OILS

**Tariff Board Finds Synthetic Aromatics Production is Growing Fast;
1923 Figures on Output of Oils Not So Good, but Subject to Doubt**

WASHINGTON, September 14.—In its eighth annual census of dyes and other synthetic organic chemicals for the year 1924 the Tariff Commission reports an increase in production of perfumes and flavors. Production of coal tar dyes, however, showed a 27 per cent decrease.

Relative to perfumes and flavors the census report says in advance sheets:

"These coal tar products are closely related, certain members of the class being used both as flavors and as perfumes. The total output of flavors in 1924 was 1,750,555 pounds, as compared with 1,458,024 pounds in 1923. Sales in 1924 amounted to 1,691,863 pounds, valued at \$1,471,089. The production of perfumes in 1924 was 1,895,267 pounds, as compared with 1,365,449 pounds in 1923. Sales in 1924 amounted to 1,945,488 pounds, valued at \$945,773."

Synthetic Organics Not of Coal Tar Origin

Relative to synthetic organic chemicals of non-coal tar origin the report says:

"The production in 1924 of synthetic organic chemicals other than those derived from coal tar was 115,817,865 pounds and the sales were 85,933,461 pounds valued at \$20,604,717. The developments in the non-coal tar organic chemical industry, particularly in the past few years, have been rapid and this field promises to rival the coal tar chemical branch in the near future. The production in 1924 was over five times that of 1921. The non-coal tar synthetic organic chemicals now supply our requirements for many materials used as pharmaceuticals, disinfectants, solvents, and other products. Among the non-coal tar chemicals showing the largest production during 1924 are the solvents, which include the esters, such as ethyl acetate, butyl acetate, and amyl acetate."

The total production of coal tar dyes by 78 firms in 1924 was 68,679,000 pounds, a 27 per cent decline from the maximum output in 1923 of 93,667,524 pounds. This reduction was principally due to the decreased activity in the domestic textile industry. The sales in 1924 totaled 64,961,433 pounds valued at \$35,012,400. The prewar output of 1914 by seven firms was 6,619,729 pounds valued at \$2,470,096. During that year the intermediates required for the manufacture of dyes were almost entirely imported, chiefly from Germany. Dyes of domestic manufacture now supply about 95 per cent of our consumption, and there was an exportable surplus of certain dyes amounting to 16,000,000 pounds.

Notable Progress in Valuable Dyes

The commission states that notable progress was made in the manufacture for the first time in this country of many valuable dyes of high fastness. More than 60 dyes were manufactured in 1924 which were not produced in the previous year. These products show that the industry has made marked progress during the year in producing many complex types, including dyes of high fastness for cotton, wool, and silk. Work now under way may be expected to add materially to the variety of dyes and other organic chemicals produced in this country.

The average price of all dyes sold in 1924—54 cents per pound—was a two per cent decline from that of the previous year. The average selling price in 1920 was \$1.08 per pound, and in 1917, \$1.26 per pound.

The report discusses the effect of tariff reduction on dye imports. Under provisions of the tariff act of 1922, the ad valorem rate on coal tar dyes and products covered by paragraph 28 was reduced from 60 to 45 per cent on September 22, 1924, and the ad valorem rate on intermediates, paragraph 27, from 55 to 40 per cent. The specific duty remained at seven cents per pound.

(Continued on Next Page)

The Department of Commerce has issued the report of the Bureau of the Census on the Manufacture of Essential Oils for 1923. The value of the output shows a slight decrease, but synthetic oils are not included and establishments of small production, formerly reported, are omitted. The scope of the census is well indicated in these introductory paragraphs:

"Description of the industry.—This industry consists in the manufacture of the natural essential oils and of witch-hazel extract. Essential oils, volatile oils, or essences are distinguished by the possession of strong and characteristic odors and by being vaporizable without decomposition and usually with little or no residue. The list of essential oils known to commerce is extensive, but the bulk of the production for which detailed statistics can be given is confined to a few. Outside this industry there is a large production of synthetic oils and perfumery bases, chiefly of coal-tar origin and classed as chemicals, which materially affects its growth. For example, synthetic terpineol, with the odor of hyacinth, hawthorn, or lilac, of which the output in 1923 amounted to 322,337 pounds, is a constituent of many perfumes; and benzaldehyde, of which the production was 263,007 pounds, is a substitute for oil of bitter almond. Others are heliotropin; phenylacetaldehyde; amylacetate, having the odor of cloves, benzylacetate, a substitute for oil of jasmine; and linalylacetate, with the odor of bergamot."

"Decrease in number of establishments.—The number of establishments in this industry has decreased sharply from census to census. The decline between 1919 and 1921 was due in considerable part to the fact that the industry as constituted in 1919 included 32 establishments with products under \$5,000 in value, whereas the 1921 classification excluded these small establishments. The decrease from 27 in 1921 to 17 in 1923 was the net result of the omission of 14 establishments which had been included for 1921 and the inclusion of 4 establishments which were new to the census. Of the 14 establishments omitted 4 had been engaged primarily in the manufacture of essential oils in 1921, but reported other commodities—perfumery and flavoring extracts—as their principal products for 1923, and were therefore classified in the appropriate industries; 2 had gone out of business before the beginning of 1923; 2 were idle during the entire year; and 6 reported products valued at less than \$5,000 for 1923."

Recently there have been other changes tending to make comparisons difficult. In this census, as in its predecessor, the capital invested was not recorded. Shifts in the method of tabulation have greatly reduced the value of this census to the trade, such as splitting peppermint oil into two classes and jumbling together oils formerly reported separately. Accurate comparisons with previous years are made difficult, if not often impossible, and the following official table confessedly does not give the total amount of essential oils produced in the United States in 1923:

	1923 ¹	1921 ¹	1919 ¹
Number of establishments.....	17	27	78
Persons engaged	241	400	493
Proprietors and firm members	6	23	74
Salaried officers and employees	65	78	98
Wage earners (average).....	170	299	321
Salaries and wages.....	\$424,942	\$525,570	\$620,002
Salaries	\$187,533	\$161,691	\$228,770
Wages	\$237,409	\$363,879	\$391,213
Paid for contract work.....	\$50	\$2,282	\$2,000
Cost of materials.....	\$2,255,772	\$2,548,439	\$3,903,417
Value of products.....	\$3,184,124	\$3,421,690	\$5,698,403
Value added by manufacture ²	\$928,352	\$873,251	\$1,794,986

¹ Data for establishments with products under \$5,000 in value included for 1919 but not for 1923 and 1921.

² Value of products less cost of materials.

Considering the number of establishments eliminated and taking into account the known growth of industries using

essential oils it will be seen how much value can be given to the figures in the table just quoted.

Table 5, given below, would indicate that the output value of the domestic essential oil industry might be \$209,606 more than given in the previous tabulation:

CLASS	1923 ¹	1921 ¹	1919 ¹
Number of establishments, total..	23	30	87
In the essential-oil industry.....	17	27	78
In industries reporting essential oils as subsidiary products.....	6	3	9
Products, total value.....	\$3,393,730	\$3,432,170	\$5,897,469
The essential-oil industry, all products.....	\$3,184,124	\$3,421,690	\$5,698,403
Subsidiary essential-oil products of other industries.....	\$209,606	\$10,480	\$199,066
Oil of peppermint:			
Number of establishments....	8	10	51
Pounds.....	^a 119,750	^a 53,568	^a 138,042
Value.....	^a \$393,856	^a \$80,203	^a \$493,157
Oil of spearmint:			
Number of establishments....	6	5	8
Pounds.....	65,823	99,056	29,990
Value.....	\$179,475	\$356,274	\$145,749
Oil of cloves:			
Number of establishments....	5	4	4
Pounds.....	335,077	199,200	220,977
Value.....	\$630,432	\$335,376	\$680,218
Oil of nutmeg:			
Number of establishments....	4	4	4
Pounds.....	42,956	19,805	48,114
Value.....	\$39,431	\$21,939	\$68,472
Other essential oils, ^b value.....	\$1,307,012	\$1,553,625	\$3,013,138
Witch-hazel extract:			
Number of establishments....	4	3	5
Gallons.....	886,861		675,345
Value.....	\$662,559	\$1,084,753	\$620,075
All other products, ^c value.....	\$180,965		\$876,660

¹ Data for establishments with products under \$5,000 in value included for 1919, but not for 1923 and 1921.

² Michigan, 6 establishments; New Jersey, 4; Connecticut, 3; New York, 3; California, 2; Indiana, 2; Pennsylvania, 2; Massachusetts, 1.

³ Crude and refined.

⁴ Crude only. Refined oil of peppermint included with "Other essential oils."

⁵ Includes, for 1923, oil of angelica, bay, bitter almond, caraway, celery, lemon, orange, patchouli, sandalwood, tansy, wormwood, etc. (See footnotes 4 and 5.)

⁶ Citric acid, fruit flavors, flavoring extracts, perfume bases, balsams, etc. Value of witch-hazel extract also included for 1921, in order to avoid disclosing operations of individual establishments.

TARIFF BOARD'S CENSUS OF DYES

(Continued from Preceding Page)

A rapid increase in the monthly imports after the reduction in duty indicates increased competition from foreign made dyes. The imported dyes² are almost entirely of German and Swiss manufacture and consist largely of the higher cost products. The average monthly import of dyes from October, 1924, to July, 1925, inclusive, was 458,960 pounds. This is an increase of 156 per cent over the monthly average of the first nine months of 1924 preceding the tariff reduction on dyes.

The report reviews the international dye trade situation.

Changes in World's Sources of Supply

"Prior to the war, Germany almost completely dominated the world's dye trade, but with recent developments has come a realignment of producers," says the report. "Since 1914 the manufacture of dyes and intermediates has been established on a large scale in the United States, Great Britain, and France, and to a smaller extent in Italy and Japan; while in Switzerland the industry has expanded. As a result the world's capacity to produce dyes has nearly doubled and an era of competition has set in, which promises to eliminate many of the existing plants.

"These new dye industries have greatly affected Germany's export trade which in 1924 was 25 per cent by quantity and 60 per cent by value of the 1913 trade. But there is little doubt of Germany's determination to recover as large a part as possible of her lost markets, even at a high cost and over a long period of time. Germany has a large portion of the dye trade in the markets of the Far East and other consuming countries, which have no dye industries. The new dye producing countries, however, have adopted protective measures for the purpose of stimu-

lating dye manufacture. These measures have been partly responsible for Germany's effort to affiliate with existing producers or to establish branch plants. It appears possible that affiliation if not already effected, may be made in the near future affecting one or more individual firms in the United States.

"The German dye industry has long been organized on an international basis. The struggle between the dye producing nations for the export markets promises to be a long and a severe one and in the end must result in the elimination from an export basis of those dyes which can not be produced at a cost sufficiently low to compete with German and Swiss products.

"Switzerland ranks second to Germany in the international dye trade. They produce largely the higher cost types. The post war export trade shows a relatively smaller decline than that of Germany. They operate branch plants in the United States, Great Britain, France and Italy. In the long run it is probable that the Swiss will find their lack of raw materials an increasing handicap in maintaining their industry on an international basis.

"In the event that the German firms do not establish branch plants in Great Britain and the United States, two methods are open for their pursuance of commercial warfare against the dye industry of these countries: (1) an attack on their export trade and (2) a direct attack by price cutting in the home markets on certain lines of key products. Both methods of procedure are reported to have been adopted in 1925. In the United States since the tariff reduction of 15 per cent ad valorem on September 22, 1924, a sharp increase in imports of the higher priced dyes has taken place.

"In addition to the special measures which Great Britain, the United States, France, Italy, Japan and Spain have adopted to encourage and stimulate dye production, Great Britain and Japan have rendered financial aid to their dye industries and Great Britain, Japan and Germany have put in force a license system of dye-import control. Protective measures will play an important part in the maintenance and development of the dye industries in the new producing countries within the next five to ten years. In the long run, however, such fundamentals as (1) cost of production, (2) availability of raw materials, (3) cost and efficiency of labor and the maintenance of technical staffs, (4) efficiency of selling organization, (5) sufficient capital without excessive capitalization, and (6) ability to grant prompt and efficient technical service to consumers, will become decisive factors in determining what countries will survive this competitive era.

"The Germans and the Swiss have an advantage in a consolidation in the United States would be in violation of anti-trust laws. In sharp contrast to the close co-operation in Germany between dye firms is the keen competition between the different firms in some of the new dye producing countries, particularly in the United States.

"Among the world's dye producers there is manifest a distinct trend toward (1) the production of dyes of superior fastness, (2) the manufacture of dyes adapted to special purposes, (3) the development of dyes of lower application costs, (4) increase in the number of identical dyes produced by different firms, and (5) elimination of many types either in small demand or for which satisfactory substitutes are available.

"The maintenance of research for the development of new dyes and allied products and for the improvement of existing methods of manufacture are important factors not to be overlooked by any nation striving to retain its international position in the dye trade. Marked advantages will result to those firms able to produce new dyes of exceptional fastness adapted to special use, and economical of application."

Synthetic Aromatic Imports in August

Imports of synthetic aromatic chemicals in August totaled 5,191 pounds, with an invoice value of \$17,820, according to the monthly tabulation of the Chemical Division of the Bureau of Foreign and Domestic Commerce and the Chemical Division of the Tariff Commission. This was a decrease in quantity from the July imports, but an increase in value.

(Continued on Page 426)

NEW INDUSTRIAL ALCOHOL REGIME GOES INTO EFFECT

**Assistant Secretary Andrews Again Promises Justice for the Trades;
Energies to Be Concentrated on Eliminating Bootleg Beverage Industry**

WASHINGTON, D. C., September 14.—New methods of prohibition enforcement as made effective under the reorganized system developed by Assistant Secretary of the Treasury L. C. Andrews are being viewed with close interest by the alcohol-using industries. The decentralization under which the handling of permits was taken away from Washington and placed in the hands of district administrators became effective August 1, under the old state directors, but the arrangement was more or less temporary until September 1, when the 24 prohibition administrators assumed office.

Since September 1 the new administrators have been organizing their staffs, which are still not complete, but the expectation is that by October 1 the machinery will be in working order in most districts.

Business Men Unwilling to Be Enforcers

When Assistant Secretary Andrews first announced the appointments of prohibition administrators several were designated as acting administrators. It was not possible for Mr. Andrews to obtain as many prominent business men to accept appointments as he had hoped. Negotiations are still in progress with men who may be induced to enter the service at a financial sacrifice for the sake of assisting in perfecting a proper system of prohibition enforcement.

In the New York district J. A. Foster, who has previously been with the prohibition service, is acting administrator. It is understood that a permanent administrator will be named soon.

The alcohol-using industries are chiefly interested in the administration of the permissive end of prohibition enforcement. Under the new scheme the first assistant to each administrator is to be in charge of permissive features, while the second assistant is to be in charge of enforcement work. It is learned that in the New York district a man prominently connected with alcohol-using industries may be induced to accept appointment as first assistant.

A man similarly fitted for the work is understood to be slated for the post of first assistant in the Philadelphia district, where W. G. Murdock is the administrator. The alcohol-using industries are chiefly interested in the organization in the New York and Philadelphia districts.

Andrews Renews Fair Play Assurances

Assistant Secretary Andrews has given broad assurance that legitimate industries may expect a new deal under the present system. For example, in a letter to E. C. Brokmeyer, attorney for the National Association of Retail Druggists, Mr. Andrews declares that legitimate permittees will have no difficulty in obtaining such amounts of alcohol as they desire. He declares that the department will not assume responsibility of determining how much alcohol a permittee may use in his business. His theory is that if it is found that alcohol is used illegally the permit should be revoked. Otherwise, it should be assumed that the alcohol is needed for legitimate purposes.

The letter to Mr. Brokmeyer was in response to a question with respect to procedure when an appeal is taken from a district administrator. Mr. Andrews says he expects few appeals will be necessary, but that if there are appeals they will be handled with the utmost promptness through an appropriate organization in Washington.

Mr. Andrews' letter to Mr. Brokmeyer follows:

"Replying to your letter of August 7, it is my belief that the administration as set up in my reorganization will be greatly to the advantage of legitimate dealers. Our policy contemplates immediate action on the application of permittees. If the permittee be a recognized legitimate dealer, his withdrawal application will be immediately approved; and

it will then be our business to see that the alcohol be used lawfully. If the permittee be considered illegitimate, the application will be refused and proceedings inaugurated for the revocation of his permit. The question thus becomes for the administrator: Is the permittee a legitimate user or not? The department will not assume the responsibility of determining how much alcohol a permittee may use in his business within the limitations of his permit. Our determination will be: Is he legitimate or not; does he use the alcohol lawfully? If not, revoke his permit.

"In the application of this policy I see very little occasion for appeal. If, however, appeal does need to be made, it would arise from an act of the administrator, founded upon the records and files of a given case as the basis for his action, and this would, of course, have to be sent to the department in Washington, along with the case on appeal.

"Please believe that I recognize the great importance to industry of prompt action, and that we contemplate such machinery and policy as will result in prompt decisions.

"Article III of Regulations No. 61, revised July, 1925, provides that permits to use specially denatured alcohol, form 1481, shall specifically set forth the quantity of each formula of specially denatured alcohol that may be procured each 30-day period, and that separate applications, form 1477, for the issuance of withdrawal permits will be made for each formula of specially denatured alcohol authorized by the commissioner. Acting federal prohibition administrators will apply the provisions of regulations above cited to all new permits issued, as well as in cases where permits on these forms now in effect are returned by permittees for necessary modification. Action generally toward recalling outstanding permits, form 1477 and 1431, should, however, be deferred until offices of federal prohibition administrators have been established and such officers are in position to reissue these permits without such delay as would result in undue embarrassment to permittees. Pending revision of forms 1477 and 1481, the present forms should be used, with such modification as may be necessary."

List of the New Administrators

The administrators as appointed up to date are:

District 1, headquarters, Boston, George A. Parker; District 2, New York, J. A. Foster (acting); District 3, Buffalo, R. Q. Merrick (acting); District 4, Pittsburgh, Frederick Baird; District 5, Philadelphia, William G. Murdock; District 6, Baltimore, Edmund Budnitz; District 7, Roanoke, R. A. Fulwiler; District 8, Charlotte, B. C. Sharpe; District 9, Tampa, B. T. Simmons; District 10, New Orleans, O. D. Jackson; District 11, Louisville, Sam Collins; District 12, Columbus, E. L. Porterfield; District 13, Chicago, E. C. Yellowley; District 14, St. Louis, L. H. Breuer; District 15, St. Paul, A. C. Townsend (acting); District 16, Omaha, A. W. McCampbell; District 17, Fort Worth, Herbert H. White; District 18, Denver, John F. Vivian; District 19, Helena, Elias Marsters; District 20, Seattle, Roy C. Lyle; District 21, San Francisco, Ned Green; District 22, Los Angeles, Robert E. Frith; District 23, Honolulu, E. C. F. Crabbe (acting); District 24, San Juan, A. J. Hanlon.

Three Lines of Attack on Bootleg Trade

Assistant Secretary Andrews in a memorandum for administrators says that the energies of the federal forces will be concentrated upon the task of eliminating the bootleg industry, working along three lines of attack as follows:

"1. Sources of supply to be reached and wiped out as rapidly as possible are importation, manufacture, diversion and transportation. The various agencies of government are being organized to make it possible to accomplish this end.

"2. The market is our most difficult problem, because of its indifference to consequences, ignorance and colossal gul-

(Continued on Page 426)

SEPTEMBER REPORT ON GRASSE FLORAL PRODUCTS

(FROM OUR OWN CORRESPONDENT)

GRASSE, September 3.—Following is the monthly report for September on essential oils and floral products:

Orange

The distillation is now completed, the crop not having been notable. Oil of petitgrain will be still higher this year. The demand for orange flower products is quite normal. After a period of quiet lasting several months the demand has become more active, for neroli as well.

Rose

The demand for rose products is quite regular, though not important. It is felt that existing prices have a tendency to slow up consumption, but for finer quality of compounds consumers cannot do without natural rose products, which are almost the basis of a large number of composite perfumes. With the awakening of business, now beginning, the May stocks of manufacturers soon will be exhausted.

Jasmin

The latter fortnight of August was cool and rainy. In the country around Grasse we have not suffered the disasters experienced in certain districts of the French Midi, but we have had nights almost like Autumn for fifteen days. The jasmin blossoms did not open, and the harvest was very limited. The crop must therefore be short, for it will not be possible to compensate for this fortnight, which is usually the most important for this harvest.

For a few days past we have enjoyed warm weather and the blossoming became normal. If all the month of September be like these few days, it will prove possible to gather a relatively large quantity of blossoms.

It is officially announced that the jasmin products will fall ten per cent below last year.

In the last two or three years jasmin has been planted quite extensively, as the planters were encouraged by the selling prices of the flower. It is possible that beginning next year or in 1927, we may have substantially increased the present crop, but as in connection with the selling price of the flower one must consider not only the raw material but also and more particularly the labor cost, very great reductions hardly seem possible, because in that case the planters could no longer succeed in cultivating the plantations, which would be abandoned or done away with.

Atmospheric drawbacks may make a crop suffer a severe slump. This year, for instance, the heat came very late and the crop will certainly be deficient. To sum up, it is difficult to predict with any degree of certainty what the crops will be for the years to come.

Tuberose

The blossoming is normal, and the crop will be the same but the price of tuberose products probably will be slightly lower than last year.

Geranium

Prices for all oils of geranium have been stable since our last report. No important transactions. The decline of late has imparted no animation to the market, so that prices have not budged and will not go any lower now that the prolonged dullness should have produced concessions. The holders can await the resumption of business, and just now a recovery in price does not seem impossible.

Lavender

In the very beginning of the distilling, the yield of oil of lavender was very poor, for the plants, over-nourished by the rains of early Summer, yielded but half a kilo of oil to the usual quantity of herb. The price will be very high. The first fortnight of August was notable for good warmth, which altered the situation, for drier plants yield more oil and fewer plants are needed to obtain a kilo of oil than at the beginning of the distilling. The situation was improving when cold days occurred towards August 15, lasting until the end of the month, even bringing cyclones in certain districts, such as the Drôme and especially in the district of Vaucluse, devastating the entire countryside of a large part of these districts, which are large producers of lavender.

We know nothing as yet about prices, for no transactions have yet taken place. Advices are most contradictory, some optimistic, others pessimistic. All is naturally dependent upon the demand, which, if strong will keep prices up, but if it is not forthcoming prices will certainly go lower. In any event the prices in resale are much higher this year, not because the actual culture of lavender is more costly, but because the experts at this labor are becoming fewer and demand higher and higher wages. The first fair will be held soon, and will probably give an idea of prices. This will be reported next month.

Aspic

Same situation exists as with oil of lavender. A lowering of last year's prices is nevertheless possible for oil of aspic. This decrease will apply especially to foreign oils of aspic, which were raised last year to most extravagant limits as compared with Alpine aspic.

The crop of aspic being later than that of lavender, we shall not know for another month precisely how great the distillate or what the price will be.

Rosemary and Thyme

The demand is normal. Oil of rosemary is priced advantageously for soap manufacturers. As for oil of thyme the present price is quite normal, and it would not pay to distill it for any lower price. No decrease in prices is to be expected in these two oils.

For Preparation of Colloidal Solutions

An English patent (No. 184,534) has been obtained by Plauson's, Ltd., of London (parent company) and Hermann Plauson, of Hamburg, on a process for the preparation of colloidal solutions of essential oils, aromatics, etc. These substances are brought into the colloidal state in the colloid mill, in the presence of water and of dispersing agents or protective colloids. In place of water, glycerin or mixtures of water and glycerin may be used. Dispersing agents are: Ketones, alcohols, esters, Turkey Red oil, sulphophenic acids, purified sulphite cellulose liquors.

O Dick Alone!

The following urgent note was recently received by a druggist: "Baby has et up her father's parish plaster so send an anecdote quick by the enclosed girl and also a bottle of O Dick alone as I am a bit hystorical."

HOW TO USE FLOWER ABSOLUTES

Valuable Suggestions Regarding Their Utilization in Devising Odors;
Perfuming of Vanishing Creams; Economising a Short-Sighted Policy

By WILLIAM A. POUCHER, Ph.C., London, Eng.

Author of "Perfumes and Cosmetics"

The amount of business transacted in artificial flower oils of good quality is considerable. The main difference between these and those of indifferent quality is that the former contain flower absolutes in fairly large proportion and the latter either an insignificant quantity or often none at all. It may be assumed therefore that in buying artificial flower oils the price paid is generally according to quality and varies according to the percentage of natural perfume contained.

In compounding these flower oils the aim of the chemist is always to approximate as closely as possible the characteristic flower odor without the natural perfume. Even though he may succeed in getting a fairly accurate reproduction of the odor with the skilful use of essential oils, synthetics, natural isolates, and in particular higher fatty aldehydes, there is always the smooth softness of the flower lacking.

The pure flower absolute here supplies the missing link. It covers up those imperfections of odor as no other, at present known, substance. The more skilled the artist the less flower absolute he uses to obtain that soft finished otto.

Points Suggested in Seeking Perfection

There are several points in connection with the manufacture of artificial flower oils which must be borne in mind by the seeker after perfection. For instance the percentage of flower absolute necessary is influenced by the ratio to one another of essential oil, terpeneless essential oil, natural isolate and synthetic used in imitating the flower odor note. It naturally follows that by using terpeneless oils the concentration and power of the resulting artificial oil is enhanced. Further, a terpeneless oil is generally preferable to a natural isolate because by reason of the minute traces of known and also unidentified esters, ketones, aldehydes, etc., always present in the former, it has a softer odor note.

Synthetics on the other hand are generally comparatively coarse in odor, but they can be softened appreciably by the addition of traces of clary sage oil or concrete. The odor notes of these two products differ—the former is more powerful and will go farther in consequence. The latter has a distinct resemblance to that of amber. All the higher fatty aldehydes from C_8 to C_{18} have an extensive use in finishing off artificial flower oils. The choice of the right member of the series is imperative and great care is necessary so that an excess is not added. Too much fatty aldehyde will soon ruin any flower oil.

Advisable to Select Best Materials

With the exception of jasmine, the flower absolutes prepared by the volatile solvent process are used up to whatever percentage price will allow, and they yield excellent results. In the case of jasmine however many chemists will have found distinct advantages with the use of *Chassis Absolute*. This is prepared by extracting with petroleum ether the flowers that have been partly exhausted in

the preparation of enfleurage pomade. The absolute thus prepared has a more fatty odor than that prepared by the ordinary process and in the production of the finished otto this shade of odor assists in covering the rough edges of the synthetics more effectively than the other. Having selected the best raw materials and blended them in the requisite proportions the final softening of the artificial flower oil may be hastened by refluxing the whole at a warm temperature using a water bath as the source of heat.

In the production of alcoholic perfumes the soft odor note in all the best products is due to a liberal use of flower absolutes. One of the reasons why advertised perfumes of French manufacture are so popular is that the makers use plenty of natural and comparatively little of synthetics; the latter being employed merely to alter the natural flower note so that it becomes very difficult to imitate.

There are three methods in use for originating a new odor. The one consists in blending three or four flower absolutes in alcohol and after standing aside to allow of the constituent maturing, mere traces of this or that synthetic and essential oil are added until a new bouquet results. The synthetic fiend works the other way. He gets a new odor by the blending of synthetics and essential oils and then smooths down the rough edges with flower products.

Wide Difference in Finished Odors

There is generally a very wide difference in the finished odor of these two types of products. The best way is to first prefix the alcohol by the addition of gums, oleo resins, etc. Next give the mellowed alcohol some character with substances such as the crystalline synthetics (not forgetting di-methyl hydroquinone and paracresyl phenyl acetate). Then obtain an elusive odor note by the discreet use of essential oils and natural isolates and synthetics. Make the perfume more permanent by the use of animal fixatives and finally give the flower note by adding plenty of absolute having the right odor type.

In the preparation of face powders the perfume is in nearly all cases the real selling feature. Flower absolutes used alone to perfume these products are an entire failure. Although the constituents of the powder are themselves odorless they seem to alter the softness of the flower note and give it an odor which cannot be described better than of an "acid" nature. It is more than ever necessary in these products therefore to give the powder a warm soft fragrance as a basis on which to build the finished perfume. For this purpose the following substances are useful: heliotropin, coumarin, vanillin, musk ambrette.

The odor is then built up with essential oils and synthetics and the flower absolutes added to yield a soft elusive fragrance.

Many vanishing creams placed on the market are perfumed with essential oils and synthetics only. When flower

absolutes are used great care must be exercised to ensure that the correct ones are chosen; otherwise discoloration of the cream results. The two which must be avoided are jasmin and orange blossom. These contain indol and although the proportion of absolute may be infinitesimal the cream nevertheless soon assumes a yellowish gray appearance and if exposed to sunlight this becomes reddish. When the jasmin odor is desired it is always safer to use rose absolute and benzyl acetate, this combination hav-

ing a similar effect in a compounded otto. In the case of orange blossom, it is advisable to employ rose absolute and terpeneless French petitgrain oil.

In conclusion it must be remembered that the use of flower absolute to the limit allowed by costs will always repay the manufacturer. To economize on perfume is a short-sighted policy and its results will soon be reflected in the monthly sales record of any firm adopting this method of cutting down costs.

PROPERTIES OF AUSTRALIAN SANDALWOOD OIL

Therapeutic Tests Made in the Melbourne and Perth Public Hospitals

By H. V. MARR

Managing Director, Plaimar Ltd., Perth, Australia

During the last fifty years intermittent production of sandalwood oil from Australian sandalwood has been carried out by a number of small distillers but owing to the low alcohol percentage of the oil produced, due to the presence of large quantities of non-alcoholic constituents composed mainly of terpenes, the value of the oil from this variety of sandalwood considered from the standpoint of its use in medicine was negligible, with the result that very little attention has been paid to it in the past by medical authorities who use sandalwood oil for combating disease.

During the last three or four years, however, the difficulties which surrounded the operation of producing an oil from Australian sandalwood with the full percentage of active constituents required by the British Pharmacopoeia and other pharmacopoeias, have been successfully overcome and the product has met with a ready demand in all countries.

Australian Sandalwood Oil containing from 93 to 94% of sesqui-terpene alcohols calculated as santalol has been successfully produced for the past four years, and it is interesting to note that tests which have been carried out to ascertain its medicinal value, have proved that in addition to the oil having equal medicinal properties from an antiseptic standpoint as is possessed by the oil obtained from the *Santalum Album*, it also has a distinct advantage over the latter oil in that it can be administered continuously with beneficial results and without the necessity of having to discontinue periodically its administration to the patient.

Tests Made by Medical Authorities

When the production of this oil began there was a full realization of the importance of getting authentic tests carried out in order to demonstrate to medical authorities whether or not the product was worthy of being placed on the same footing with the oil which at the present time is recognized officially as Sandalwood Oil B.P., and which is distilled from the species of sandalwood known as the *Santalum Album*.

Over three years ago, with the consent of the medical authorities at the Perth Public Hospital, which is a State owned institution, exhaustive tests were carried out to ascertain the medicinal value of this new product.

The conclusions which have been arrived at by medical practitioners who carried out these prolonged tests using oil from the *Santalum Cygnorum* containing over 90% sesqui-terpene alcohols are that it is equally as good clinically

as the oil from *Santalum Album*, and furthermore it was noted in addition that the administration of the oil does not produce disquieting after-effects and is pleasant to take.

Following after the tests which were made at the Perth Public Hospital recent similar tests were made in Melbourne by the medical officer in charge of the public clinic in that city. His observations confirmed the conclusions stated above, and in addition, this gentleman who has had a very wide experience in clinical work, states that he prefers to use Australian 90% oil in preference to the more nauseous product of the East Indian species, and that in future he has decided where it is necessary to administer Sandalwood Oil he will prescribe the Australian 90% oil.

There may be, and are, certain physical characteristics in which rectified Sandalwood Oil from the *Santalum Cygnorum* differs from the oil from the species known as *Santalum Album*, but since it had been demonstrated beyond dispute that the medicinal values of the two oils are at least equal, (and it must be remembered that the oil from the *Santalum Cygnorum* has been stated as being superior medicinally) the grounds for distinction between the two products disappear, except for the fact that one is officially recognized in the Pharmacopoeia and the other has not yet obtained that privilege.

Nevertheless, the mere fact that it is maintained in Australia that the 90% oil from *Santalum Cygnorum* has equal antiseptic properties, coupled with the advantage that it can be administered continuously and does not produce unpleasant physiological after-effects, should be sufficient to bring this new product speedily to the notice of medical authorities in this country.

Preparing Petitgrain in Paraguay

Following is a brief description of the processes of the petitgrain industry as told by Commercial Attaché E. F. Feely: Petitgrain is distilled almost entirely by the Indians and natives of the interior of Paraguay, who employ the same small stills used for making "cana," or native rum. It is then brought in to country stores and traded either for cash or provisions. A few houses in Asuncion have agents who then collect the petitgrain, which is sent to Asuncion for grading and packing. It would be quite impossible for an American firm to deal direct by correspondence with the interior producers or even with the country stores, as a large percentage of the natives are entirely illiterate and speak only the Guarani Indian language.

THE LESS YOU SPEND, THE MORE YOU MUST PAY

It Is Only the Big Advertiser Who Can Depend on Pictures and Slogans;
Others to Market Their Goods Must Use New and Original Ideas

By LEROY FAIRMAN

New York Advertising and Merchandising Expert

It is natural that the new advertiser should follow the methods of the old and successful advertiser. The manufacturer who is about to make his first plunge into the newspapers and magazines, spends a great deal of time in careful study of the advertisements of his competitors. He clips them out, perhaps makes a scrapbook of them, and goes over them again and again. Some follow one style and some another; some are large and some small; some are full of facts and arguments, and some consist entirely of beautiful art work with a few words of copy.

The ones he "likes best" are almost invariably the advertisements of his most successful competitors. This is true partly because the advertising of the manufacturer who has succeeded is generally the most artistic and attractive; he has money to spend on the physical beauty of his copy, and has learned to spend it wisely. But another reason why it looks so good is the name underneath it. The respect which we have for a successful man extends to the things to which he signs his name.

The new advertiser says, quite naturally, "This advertising must be good, because Croesus & Co. use it. They know what they are about. They have spent millions on advertising, and have learned what to do and what not to do. It must be profitable, or they wouldn't do it. Their goods are of the same type as mine, therefore, what will sell their goods will sell mine. The wisest thing I can do is to follow their example."

Logical Enough, But Really Deceptive

All of which sounds logical enough; the only trouble with it is that it isn't true.

The situation of the old advertiser, and of the advertiser who can afford to spend a lot of money, is totally different from that of the new advertiser whose expenditures must necessarily be limited. Both the former may advertise very successfully by methods which will prove a waste of money for the latter.

Let us consider the old advertiser, the man whose business has been established for many years, and who has advertised regularly from the start.

He has reached the happy spot in his career where "everybody knows" about his goods. Although this is never literally true, it is measurably true of many products—they have been before the public for so long that a majority of the people in every community know about them. Somebody in almost every family has used them. In many families they are as staple as flour. Any young person who doesn't know about them has only to ask mother or Aunt Alice to learn their history, their merits, their points of superiority over other goods. The dealers have sold them for years, and are ready and willing to say a good word for them.

The advertising of such products is, comparatively speaking, a simple matter. What is called "reminder advertising" is about all that is needed. The name, the trade

mark, a picture which has been used for many years or which pertinently calls attention to the nature and uses of the goods, is sufficient.

The manufacturer of such a product can use billboards and car cards and get satisfactory results. They are excellent forms of reminder advertising. He can use small space in the newspapers and magazines, and tell everything he needs to tell.

New Advertiser Cannot Be Mere Copyist

But the new advertiser who copies these methods is in for a sad surprise. Nobody seems to pay any attention to his advertisements; the goods refuse to move.

His advertising is seen by a sufficiently large number of people, but it doesn't signify anything. In the case of the old advertiser, the mere sight of the familiar name, trade mark, package or what not, sets in motion in the beholder's mind a current of thought which supplies sales arguments which the advertisement does not state. The physical appearance of the copy tells a story of quality, uses, merits and honorable reputation. It is not necessary that the advertisement be read—the facts are in the mind of the beholder, and all that is necessary is to remind him of them.

Such an advertisement, used by a new advertiser, means nothing at all. It has no background, no basis. It sets no train of thought or emotion going. It tells nothing of the history, quality, uses or merits of the goods. It gives no reasons why the goods should be preferred over others and the memory of the reader supplies no such reasons. It is like the portrait of a total stranger with no name under it. And so nothing happens, and the advertiser is surprised.

The advertiser who can afford to spend a lot of money, and spends it on beautiful art and big space, is another man whose example misleads the new advertiser.

His lavish use of space commands attention; his use of many media insures a wide audience, and the physical appearance of his advertisements commands respect. The attention and respect thus secured make it certain that the copy will be read by a large number of people; the inference is that advertisements so big and beautiful must be worth reading.

Bigness Often a Good Selling Lever

Even when the copy is vague and general, or couched in terms away over the heads of the reader, it sells goods. The bigness of the advertisements, and the frequency of their appearance, impress the name of the article advertised strongly upon the mind—and the reader feels that a commodity so lavishly advertised must possess qualities of great merit, even though the copy doesn't say so. Thus advertising which is not intrinsically good—except in its physical appearance—sells goods in profitable volume of sheer weight and brute force.

The new advertiser with a limited bank roll cannot follow such an example all the way. If he could, all might

go well with him. But having limited capital, and feeling that he must do something along the same lines as the big and successful manufacturer with whom he is to compete, he compromises by using large and handsome advertising in a few mediums at infrequent intervals. His advertising is a failure because it lacks two of the favorable factors noted above—many media, and many insertions.

This particular type of failure is a common one. We often see a large and handsome piece of copy devoted to some new product, and are impressed by it; but we don't see it again for so long a period that the impression gained from the first piece of copy completely fades from our memory. We are hardly conscious of ever seeing the product advertised before. Even if the advertiser appears regularly in one medium, one of the greatest of the family magazines, for example, he is still on the wrong track. Such a publication may have millions of circulation, but it has not enough circulation in any one community to create a sufficient demand upon the dealers of that community. And successful advertising always consists of covering adequately a series of communities, not in covering a great field thinly and scantily.

When it comes to copy—the text which conveys the advertiser's message—imitation of the old and successful advertisers is doubly dangerous.

If a man could invent something absolutely new, something which performed for the human animal a service which had never been performed before, he would not have to worry about his copy. All that would be necessary in sell the article would be the briefest possible statement of what it could do, with a money-back guarantee that it would do it. But, unfortunately, practically every new product marketed enters a crowded field. Many similar products are already on the ground, thoroughly established, and satisfactory to the public.

Hence the new advertiser has a big educational job on his hands. He has not only got to tell the public what he has to offer, but must state in clear terms just why it is especially desirable and an exceptional value for the money.

It is not to be expected that consumers are going to switch from one product to another just because the manufacturer of the new goods wants them to and asks them to. They must have reasons; mighty good reasons; and those reasons must be set forth with a great deal of persuasive force and reiterated again and again.

It is not possible to make the claims and state the arguments in favor of a new product in a few words. It can't be done. The old advertiser has set forth his claims and arguments for so long a period that he has only to hint at them; the user of big space in many mediums can put his proposition across by the suggestive power of magnitude and impressiveness; but the new advertiser with not much money must tell his whole story and tell it well. Thus it becomes literally true that "the less you spend, the more you must say."

The slogan is a form of advertising which the new advertiser is especially keen about. Often you hear him say: "If I could only hit on a good slogan, I could put this thing across with a bang." Now the slogan is not the Ford car of advertising, but the steam yacht. Even if you have a perfectly good one presented to you, its upkeep is tremendous. The best slogan ever invented is of absolutely no use unless you have the money to hammer

it into the public consciousness. It has no sales value unless it is well popularized. That process costs a lot of money. As a matter of fact, most slogans are bunk. "Eventually, why not now?" is bunk. It tells nothing, claims nothing, explains nothing. It doesn't even show what brand of merchandise it is supposed to advertise, or whether that product is flour, shoe polish or paving material. Millions of money have given it a fictitious value; but even today it would doubtless startle its owners to find out the number of people who can't give the name of the manufacturer of the flour it advertises.

The new advertiser with a similarly asinine slogan is worse off than he was without it. And since many of the well known slogans are equally asinine, and have no value except that which has been gained by the expenditure of vast sums of money, the new advertiser is all too likely to invent a silly slogan and spend money on it because it's "just as good" as the familiar and famous slogans. It may be "just as good" without being any good at all.

"But," the new advertiser may well inquire, "if I cannot follow the example of the old and successful advertiser, or the big advertiser, what then?"

The answer is simple; don't follow anybody's example. There are certain accepted and verified principles of advertising which apply to all kinds of business and all sorts of products. There are certain things that may and may not be done successfully; there are certain set ratios of expenditures to sales; there are certain mediums to be used for certain purposes and not for others; there are certain methods of general procedure which have been found to be correct. But these apply to advertising as advertising; following them, and copying the technique and style of some individual advertiser, are two altogether different matters.

Every advertiser should know the principles of successful advertising, or employ somebody who does. But from that point he should branch out for himself and originate, not imitate.

Get out of the factory atmosphere, the manufacturing attitude. Forget what you would like to say to the public. Put yourself in the place of the man or woman who is now using a competing product, and is satisfied with it. Ask yourself this question: "If I were that man or woman, what would convince me that I ought to try this new article—that I would be making a great mistake not to try it?" Advertising prepared from that viewpoint will sell goods; it is the only kind that will sell goods for the new advertiser.

Golfing Scotsman Too Canny to be Caught

Two golfing enthusiasts—a Londoner and a Scotsman—were playing a round together. After a first hole, the former asked: "How many did you take?"

"Eight," replied the Scotsman.

"I only took seven, so it's my hole," exclaimed the Londoner, triumphantly.

After the second hole, the Londoner put the same question again. But the Scotsman smiled knowingly.

"Na, na," said he, "it's tna turn tae ask first."—*London Sunday Express via Bottles.*

Has No Equal, Says a Pleased Subscriber

(A. E. Melchior, *Perfumer*, 3051 North Leavitt St., Chicago)

Enclosed please find draft for \$2, for which please enter my subscription for THE AMERICAN PERFUMER & ESSENTIAL OIL REVIEW for another year. It is a pleasure, I assure you, as it has no equal.

NATIONAL HAIRDRESSERS HOLD BIG CONVENTION

**San Francisco Sessions Forerun International Meeting in Europe;
Attendance More Than a Thousand; Vital Trade Matters Are Acted On**

Plans to hold a meeting of the National Hairdressers' Association in Europe in 1927, after the regular convention in the United States, were launched at the fifth annual gathering of the association held in the Palace Hotel, San Francisco, Cal., August 30 to September 5. If present ideas, which were enthusiastically received, are carried out a substantial number of the members will make the trip in a body to study European methods at first hand.

Other matters of importance taken up at the convention were the adoption of five national American styles of hair dressing, a consideration of methods of hair dyeing, provision for orphan children of deceased members, pending legislation in various states and tendencies in business practice.

The new officers are: President, C. W. Godefroy; First Vice-President, Miss Esther J. Johnson; Second Vice-President, R. Carles; Third Vice-President, Mrs. M. Pearl Newman; Treasurer, Harry M. Spiro; Secretary, Louis Ernst; Financial Secretary, Miss Helen Lynch; and Historian, M. Campani. The position of business manager was left open and will be filled by the board of trustees later. The trustees elected are: T. Paul Titus, Mrs. Jeanette Hayes, Paul T. Duerr and Mrs. Grace Stoll.

The convention was formally opened August 31 with an address of welcome by the Mayor of San Francisco and Mrs. M. Pearl Newman, president of the San Francisco association. President C. W. Godefroy then reviewed the progress of the last year pointing out the marked growth of the industry and its future possibilities after which he opened the departmentals. The evening was devoted to an address by Mr. Godefroy on the aims, the ideals and accomplishments of the association and to an open discussion as to how the association may best serve its members. Many constructive suggestions were offered.

Features of the program for Tuesday and Wednesday were a hair dyeing departmental under the direction of E. Rohde and an address by Miss Theo. Bender, the retiring secretary. Closed sessions were held on Thursday but on Friday in addition to the election of officers, Felix Coune gave a report on the Marcel Fete and then the annual style show introducing American styles was held. Creations in fashions were given under the direction of Miss Mamie Sheridan.

The annual banquet was held Tuesday, Mrs. A. F. Cosgrove acting as toastmaster, and this event proved to be a fitting prelude to the entertainment features which included a 30-mile drive about the city of San Francisco and its vicinity and a visit to Chinatown under the escort of plain clothes detectives. Ample time was left for shopping, golf and theatre parties and most of the evenings were left open so as to give the visitors an opportunity to inspect the various displays in the exhibition.

Among the exhibitors were the following: E. Burnham,

Inc., C. Nestle Co., Paragon Distributing Co., Rapidol Co., Howe Co., Neos Co., Western Hair Goods Co., Eugene Ltd., Inecto, Inc., Wildroot Co., Helena Rubinstein, Ogilvie Sisters, Lockwood Brackett Co., Koken Companies, Margaret Dodd, E. Fredericks, Inc., Samuel Bonat & Bro. and the Pacific Coast Wholesale Hairdressers' Association. The exhibitors committee was composed of J. Oppenheim, chairman; S. Friedman, L. Marcus, D. Benjamin, and Philip Howe.

T. Paul Titus announced his resignation as counsel and the selection of his successor was left to the board of trustees. Miss Theo. Bender who resigned as secretary and business manager, it was announced, has gone into business for herself in an allied field. Both resignations were received with regret. Resolutions in honor of the late Charles M. Kozlay will be sent to his family.



C. W. GODEFROY,
RE-ELECTED PRESIDENT

One of the features that made the convention especially enjoyable was the constant activity of the Entertainment and Sociability Committee which saw to it that members were introduced to each other and that every facility possible was put at the disposal of the visitors to add to their comfort. Mrs. A. F. Cosgrove acted as chairman of this committee and she was ably assisted by Mrs. Morrill, Mrs. M. Pearl Newman, Dr. Charles Wynn Tillbrook and Mrs. Irene Browne. The Reception Committee also contributed much to the complete enjoyment of all social affairs. Mrs. M. Pearl Newman acted as chairman of this committee and Miss Neva Fern Needham assisted as chairman of the Hostesses. By

this arrangement a hostess from each state was appointed to greet delegates attending the meeting and to give her particular attention to the visitors from her particular state.

A special train was chartered to carry delegates to and from the convention and the complete success of this enterprise was due largely to the work of E. Rohde and Reginald Carles and to Miss Helen Lynch who acted as chairman of the credentials committee. Mr. Rohde, incidentally, also acted as chairman of the hair tinting departmental. The permanent waving departmental proved to be extremely popular. Edward Coulson acted as chairman and those taking part were Anthony Boch, Reginald Carles, George Hoppman, John Mueller, S. Matica, W. C. Snyder, Don Lux, Paul Duerr and Messrs. Ospal, Grant and Rudolph. The American Styles Committee was composed of Miss Mary Sheridan, chairman; Miss Minerva Russ, M. Boxer and Miss Grace A. Burns.

The National Association of Hairdressers includes in its membership twenty-eight state associations of hairdressers, beauty culturists and cosmeticians each one of which was represented by a special delegate. All told, the attendance at the sessions was estimated to be over 1,000.

The next meeting will be held in Philadelphia, Pa., in August, 1926; and as, previously stated, the 1927 meeting will be held partly in the United States and partly abroad.

FEDERAL POLICY TOWARD ASSOCIATIONS

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ized by the bar of the country. They are significant because they evidence a decided change in the attitude of the Department of Justice towards trade associations and their activities.

"In this change of attitude, however, there is no loss of recognition of the fact that manifest evils may result either from an honest misinterpretation of these decisions or from a deliberate perversion in order to have respectability lent to activities which the court will never countenance.

"In these decisions the court has indicated certain rights to be enjoyed by these associations in their lawful pursuits. At the same time, however, it has affirmed the doctrine laid down in previous cases in which the abuses involved in the interchange of business data is condemned.

"These condemnations include secrecy in the use of information; fraud in the compilation of statistical data; concerted action based upon such data; distribution of identified information—that is, identifying the figures of each competitor; the interchange of quotations and other information leading up to sale.

"While the court in the present cases also condemns those enumerated practices, it does permit members to 'meet and discuss such information and statistics.' The privilege thus granted is particularly susceptible of abuse, even though the court limits it by stating that they may do this only provided that they do not reach or attempt to reach 'any agreement or in concerted action with respect to prices or production, or restricting competition.'

"The gentleman's agreement was perfectly well known to the men of the Middle Ages. Four hundred years before Adam Smith, members of guilds were meeting and arranging for the limitation of competition and the restriction of production.

"Those interested in the development of trade associations, as well as officers charged with the duty of enforcing the law, must be alert to see that association members in the enjoyment of their new freedom do not look upon that freedom as a license to indulge in the evils at which the law was aimed. In particular there must be an avoidance of implied agreements or understanding as to prices and production such as characterized the so-called 'Gary dinners.'

"The plea of uncertainty can no longer be taken advantage of by trade associations. These decisions have laid down a clear definition of their rights, their privileges and their limitations.

"Properly read these decisions emphasize also that the misuse of information to effectuate contracts, agreements or understandings, or any concerted action through combinations which has the necessary tendency to destroy competition through price fixing, restriction of production or other similar results, is unlawful.

"The course has now been charted. Deviations from the course must meet with the natural consequences following upon conscious violation of the law."

AT THE BARBERS' SUPPLIES EXHIBITION

(Continued from Next Page)

Racine Universal Motor Co.; Paragon Dist. Co.; Royal Metal Mfg. Co.

Sanitax Brush Co.; Shelton Elec. Co.; Schrader & Ehlers; Sanitax Electric Co.

J. R. Torrey Co.; Thorner Mfg. Co.

Union Cutlery Co.; Utica Knife & Razor Co.

L. A. Van Dyk; Van Dyk & Co.; Vom Cleff Co.

J. B. Williams Co.; Paul Westphal; Philip Warshaw;

A. Witte; Wiebusch & Hilger; Wontshed Brush Co.;

Wildroot Co.; Whitney & Ford; A. Winarick; Wester

Bros.; Ernest Wolf; Wahl Clipper Co.

Specialty Makers to Meet in Washington

The next annual convention of the American Grocery Specialty Manufacturers' Association will be held at the Mayflower Hotel, Washington, D. C., December 9-11.

SALESMEN FIGHT DESIGN PIRACY

Declaring that design piracy has become a serious industrial evil, the National Council of Traveling Salesmen's Associations at its annual convention, at the Pennsylvania Hotel, New York, early this month adopted a resolution indorsing the design registration bill, which provides for "simple, inexpensive and immediate copyright protection."

Other resolutions adopted unanimously promised assistance to commuters who are fighting the raise in railway rates, urged consumers to buy goods "Made in America" in preference to imported goods; called for the labeling of all prison-made goods to be marked "prison-made"; commended President Coolidge's declaration favoring the outlawry of war and favoring a new armament conference, and extending thanks to the retiring president, A. M. Loeb, after four years' service, and to others for entertainment.

The election of officers for the ensuing year followed, with this result: President, Frank L. Armstrong, Boot & Shoe Travelers' Association; first vice-president, Albert Behning, National Piano Travelers' Association; second vice-president, Rueben Hecht, Southern Travelers' Association; third vice-president, David H. Wilson, Associated Milinery Men; fourth vice-president, Ed N. Mayer, Jewelry, Leather & Fancy Goods Association; secretary, Sol Wolerstein, Garment Salesmen's Association; treasurer, Archie E. Foise, National Association Men's Apparel Clubs.

Pharmacy Associations Meet

The American Pharmaceutical Association at its 73rd annual meeting at Des Moines, Ia., August 24-29, and endorsed price-maintenance legislation. Its commercial section approved the use of so-called "courtesy cards" by salesmen. As a result of several years' study, the Commonwealth Fund reported that pharmacy is a profession, not a trade.

New officers for the association, who had been chosen in the balloting by mail and were installed at this meeting, are:

President, L. L. Walton; vice-presidents, W. C. Anderson and Clyde L. Eddy. W. A. Frost, St. Paul, Minn., was elected honorary president. E. F. Kelly, Baltimore, was engaged as secretary; C. W. Holton, Newark, was named as treasurer.

Presidential nominees for next year are T. J. Bradley, H. L. Meredith, W. B. Philip. Next year's meeting will be held in Philadelphia.

The national college of pharmacy organization changed its name from the American Conference of Pharmaceutical Faculties to American Association of Colleges of Pharmacy. It elected E. H. Kraus, of Michigan, president.

The National Association of Boards of Pharmacy voted in favor of abolishing all licenses except that of registered pharmacist. M. N. Ford, of Ohio, is the new president of this association.

Chemical Salesmen Nominate Officers

Two nominees for each office in the Salesmen's Association of the American Chemical Industry have been submitted to the members for balloting by mail. Ballots must be in to the secretary's office, 152 West 108th street, this city, not later than September 26. The following are the nominees: For president, E. A. Johnson and John G. Harrison (withdrawn later); for first vice-president, P. M. Dinkins and Benjamin Hotchkiss; for second vice-president, W. A. Thompson and C. F. McKenna; for third vice-president, R. S. Bosworth and C. O. Lind; for secretary, W. H. Adkins and George Bode; for treasurer, George Ashworth and Robert Quinn. For members of the executive committee (two to be elected): Ralph Dorland, Williams Haynes, B. R. Tunison, H. F. Wilmot.

Mexico City to Hold an Exposition

The City of Mexico will celebrate the six hundredth anniversary of its foundation with an international sample and product fair in November. Tours and excursions are being organized from points in the interior of Mexico, the United

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BARBERS' SUPPLY DEALERS MEET AT WEST BADEN

Consensus is That New Feminine Trend Is Big Help to the Industry;

Exhibition Is Largely Patronized Both by Manufacturers and Others

The twenty-second annual convention of the Barbers' Supply Dealers' Association of America, Inc., was held at West Baden Springs Hotel, West Baden, Indiana, September 7, 8, 9 and 10, with about 750 present, including delegates, and those connected with the industry in various ways. It proved to be a most successful session.

One of the most interesting topics of the convention was the fast growth of the industry now compared to previous years. This was duly accounted for with the fast increase of feminine trade. It was the consensus that this trade offers many lucrative possibilities to the barber, for the feminine invasion of the barber shop, which all manufacturers admitted, has brought a large increase in the sale of toilet articles, implements and accessories to the barber shops.

A hearty welcome reached each delegate upon his arrival. After registration a special program from E. A. Fretz, president, of Dallas, Texas, was distributed to the membership. "Let us take deep interest in this convention for the betterment of our Association and exhibitors," were his concluding words.

The convention formally opened Monday afternoon, September 7, when President Fretz read his annual message, in which he pointed out the important field for development opened to barbers by the fashion for bobbed hair. The remainder of that session was devoted to the reports and appointments of committees.

On Tuesday the sales question was discussed by J. Sarubi, of Providence, R. I.; John Fernsler, Philadelphia, Pa.; Gerald Burnham, of Chicago, Ill.; W. L. Scott, of Peoria, Ill.; R. T. Christy, of Worcester, Mass.; Oscar Leve, St. Louis, Mo., after which a general discussion by the members aroused much interest.

Wednesday's session opened with discussions on the building of mechanical devices for use in the barber shops by S. R. Droscher, of New York City, and Geo. Chisholm, St. Louis, Mo., while C. R. Ahers, Indianapolis, Ind., and Edward B. Cuddy, New York, discussed the overhead expenses.

At Thursday's session Mr. Isbell, De Vry, Evansville, Ind., Walter Walsh, Glastonbury, Conn., and G. A. Britton, Ft. Wayne, Ind., spoke on the costs of business. The balance of the session consisted of the reading of the auditor's report, unfinished business, new business, discussion and selection of the next meeting place. The election of officers for the ensuing year:

President: J. M. Hoffar, De Vry Barber Supply Co., Evansville, Indiana; First Vice-President: W. L. Scott, Peoria Barber Supply Co., Peoria, Ill.; Second Vice-President: Emil Schneider, Schneider Barber Supply House, Memphis, Tenn.; Third Vice-President: Leon L. Jeager, Jeager Barber Supply Co., Springfield, Ill.; Secretary: Joseph Byrne, New York City, re-elected; Treasurer: Otto Haas, Chicago, Ill., re-elected; New Director: E. A. Fretz, ex-president.

The entertainment features, namely, golf, tennis, bowling, billiards, swimming, hiking, motor trips, baseball and dancing, as in the past, proved to be a popular part of the program. After the president's special program Monday morning a sightseeing parade headed by the chairman of the committee took the visitors around the beautiful premises of the West Baden Springs, stopping at the famous Sunken Garden and the Old No. 7 Spring.

The following day the ladies enjoyed a tea and card party at the Hoosier Club and in the evenings they enjoyed dancing.

Governor Allen, of Kansas, was the principal speaker Thursday night at the annual banquet.

The growing possibilities of hair bobbing were generally discussed and if the use of the various barbers' supplies for the women continues, as it seems likely to do, thirty or more

of the manufacturers are going into the beauty shop business to meet the demand for their wares created by the feminine trade.

West Baden Springs Hotel was leased for the week of Sept. 7. The exhibitors occupied the Hotel Atrium, which has the largest self supporting dome in the world, and which provides 62,832 square feet of floor space and was occupied by probably 140 beautiful booths.

Among the exhibitors of special interest to our readers were the following:

American Hone Co.; Mark W. Allen Co.; American Hard Rubber Co.; Andis Clipper Co.

Eugene Berninghaus Co.; Bonheur Company; Browne & Sharpe Co.; E. Burnham, Inc.; F. A. Blichert Co.; Beardsley Mfg.

Co.; Boncilla Laboratories; Brooklyn Hospital Equipment Co.; Baldpate Company; The Blemo Co.

Commercial Laboratories; Canfield Rubber Co.; Compagnie Parento; Colgate & Co.

S. R. Droscher Co.; E. E. Dickinson Co.; O. Denmin's Sons Co.; Davies-Young Soap Co.; Dickson Raincoat Co.; De Loney Co.; Droscher & Behar.

F. W. Engels; A. Edlis; Electric Mfg. Co.

Great Northern Chair Co.; P. A. Geier Co.; Gibbs & Co.; R. Ginsberg & Bro.; Gibford Weiffenbach Co.; Geneva Cutlery Co.; Gladiator B. S. Co.; Graef & Schmidt; Halliwell Elec. Co.; A. C. Hynd Co.; Hygeia Brush Co.; Holman Soap Co.; Hardright Co.; Herpicide Co.

Illinois R. S. Co.

Koken Companies; F. & F. Koenigkramer; F. A. Koch Co.; Kandle Head Rest Co.; Kimberly Clark Co.

Lucky Tiger Co.; F. H. Lawson Co.; S. Le Mur Co. Metropolitan Art Co.; Moore Elec. Co.; P. J. Michels.

Normany Products Co.; National Products Co.; National Laboratories.

The Odell Co.

Julius Pauly; Emil J. Paidar; Paper Specialty Co.; Pike Mfg. Co.



J. M. HOFFAR,
New President.

(Continued on Preceding Page)

EXPIRING TRADEMARKS

By HOWARD S. NEIMAN, Patent and Trademark Editor
of the

American Perfumer & Essential Oil Review

A very considerable amount of misinformation has appeared in the columns of the newspapers relative to the expiration and renewal of trademark registrations in the United States Patent Office.

A brief reference to the several Trademark Laws passed by Congress will throw some light upon the present situation which has occasioned more than passing comment.

The Act of 1870, our first law providing for the registration of trademarks, did not demand the commercial use of the mark prior to registration. The Supreme Court of the United States held the law invalid and pointed out that trademarks are creatures of the common-law and have their existence in connection with goods in transit—such transit being limited to interstate commerce.

The Act of 1881 provided for registration of certain trademarks which had been used in commerce with foreign countries or with Indian tribes and provided a period of thirty years for the duration of its registrations. Because of the commercial requirements, this act was not particularly popular and only about 35,000 registrations were made under it during its 24 years of existence.

Provisions of the Present Law

The Act of 1905, the present act, provides for the registration of certain trademarks which have been used not only in foreign and Indian commerce, but also those trademarks which have been used in interstate commerce, provides a period of twenty-years for the duration of the registrations and, in addition, includes means whereby the expiring trademarks under both the Acts of 1881 and 1905 may be renewed and re-registered.

It is evident, therefore, that 1925 is the first year in which expiring registrations under both the acts of 1881 and 1905 can be renewed; that is, registrations of 1905 under the Act of 1905, and registrations of 1895 under the Act of 1881.

Approximately 10,000 registered trademarks are capable of renewal during 1925.

What are the advantages gained by the renewal of a trademark registration and what is the detriment incident to its expiration?

The sole right to the use of a trademark is a common law right irrespective of registration. The one who first uses, and continues to use, a trademark for specific commodities is entitled to its sole use for those commodities without registration and such right will be protected by the State Courts and under certain conditions by the United States Courts.

Reasons for Registering a Trademark

Why, then, is it advisable to register a trademark in the United States Patent Office?

1. Registration is a government record and public notice of ownership of the trademark. It is recorded and filed in the United States Patent Office for public perusal and he who fails to search these records before adopting a trademark neglects the first protective act of a careful and wise business man. It is a notice to the world of the claimed rights of the registrant and a warning to the prospective infringer.

2. It entitles the registrant to protect his rights through

the United States Courts with statutory increase of damages to three times the amount of actual damages.

3. It entitles the registrant to the destruction of all infringing labels, cartons, etc. through an order of a United States Court.

4. It entitles the owner to prevent importation of goods bearing the infringing mark by filing a certified copy of his registration with the Treasury Department.

5. It entitles him to apply for the registration in foreign countries, many of which demand a prior United States registration.

The above are advantages conferred upon the owners of trademarks registered in the United States Patent Office and all of these advantages and rights are lost to a registrant immediately upon the termination, or expiration, of his registration, and, thereafter he must depend solely upon such rights as are his under the common law.

The above mentioned advantages and rights incident to trademark registration are solely statutory and can be had by those only who have complied with all of the requirements of the law, and hence, he who does not renew an expired registration within the specified time can not renew it at all.

There are means whereby one who has neglected to renew his registration may protect his trademark rights, but here, as in all cases, the remedy is not as efficient as a preventive.

In the usual course of business, the value of a trademark is commensurate with its age, for years of publicity insure an increase in the field of commercialism and in the esteem of the purchasing public, and hence, many of the trademark registrations now expiring, that is those of 1905, are of great value and most serious injury may follow their expiration without renewal.

Trademark Value Hinges on Two Conditions

As the registration of a trademark is the only effective manner for protecting the rights of the owner, so the renewal of the expiring trademark registration is the only way in which the owner's rights may be fully protected.

The value of a trademark to its owner is dependent primarily upon two conditions; first, its adoption and acceptance by the purchasing public; and, second, its legal protection by its owner.

The first condition is necessarily dependent upon publicity given the trademark and the value of the articles covered thereby, while the second condition is dependent upon the owner taking such legal steps as are necessary for the full protection of his trademark rights.

It is a short-sighted policy to expend large amounts of money in advertising and other publicity methods unless the owner of a trademark can be assured that he will receive full recompense for all of his exertions and that none of the proceeds therefrom will be diverted into other channels.

The Trademark Acts clearly define the steps which are necessary for the protection of trademark rights and these, if properly followed, must result in the obtaining and retention of full legal title of the trademark and the business connected therewith.



OFFICIAL REPORT OF FLAVORING EXTRACT MANUFACTURERS' ASSOCIATION

Since our August report, Fred S. Rogers, the president; Thomas J. Hickey, general counsel and executive secretary; Richard H. Bond, vice-president and chairman of the legislative committee, as well as other officers and committeemen, have been busy with the affairs of the Flavoring Extract Manufacturers' Association.

A special meeting of the Executive Board was held at the Hotel Astor, New York City, September 18, 1925, attended by President Rogers, Secretary and Counsel Hickey, and Messrs. Jennings, Jr., Heekin, Beggs, Burnett, Bond, Carman and Boyles. The Editor, as publisher of the Official Organ, was also invited to be present.

Interesting routine matters were disposed of, and the American Can Co., was elected to Associate Membership.

New York City was selected for the 1926 convention, and it will be left to the Convention Committee to arrange for the sessions either in the City, or at some nearby resort where golf and other diversions will be available. President Rogers will soon announce the appointment of the committee.

Bulletins and other information have been distributed to the membership, including a report of the hearing at Albany, N. Y., on August 17, on the labeling of artificial and compound flavoring extracts which was held at the office of Commissioner Pyrke of the Department of Farms and Markets of New York State.

This hearing was reported in the Flavoring Extract Section in our last issue and the bulletin does not need to be repeated. President Rogers advises members receiving notices from the Albany bureau to communicate at once with Counsel Hickey.

SODA WATER FLAVORS MANUFACTURERS

Charles O'Connor, of Philadelphia, president, and Thomas J. Hickey, of Chicago, secretary and attorney, together with the legislative and other committees of the National Association of Manufacturers of Soda Water Flavors, have maintained their activities in the interests of the association and its members.

Secretary Hickey has collected information on various subjects, and has forwarded the same to the members, including bulletins on proposed legislation together with comments on the probable effects of the measures. The New York State situation continues to be interesting and legislative relief will be sought at the 1926 session of the Albany lawmakers. Circulars also have been sent to the members regarding prohibition law changes, trade mark warning and an interpretation of the Wisconsin modified fruit law.

PURE FOOD AND DRUG NOTES

In this department will be found matters of interest contained in FEDERAL AND STATE official reports, etc., relating to perfumes, toilet preparations, flavoring extracts, soaps, etc. It is advisable also to look at our WASHINGTON CORRESPONDENCE, SOAP SECTION and other departments for further information.

Notices of Judgment Given Under Pure Food and Drugs Act by the Secretary of Agriculture

Among the Notices of Judgment given under the Federal Food and Drugs Act, Nos. 13,401 to 13,450, inclusive, sent out recently by the Bureau of Chemistry, Washington, D. C., the following are of interest to our readers:

13,445. Adulteration and misbranding of vanillin; plea of guilty; fine \$100. Analyses of two samples by the Bureau of Chemistry showed 11.5 per cent and 8.9 per cent of acetanilid, "which might have rendered it injurious to health."

Olive oil prosecutions for adulteration and misbranding were three in number. One defendant was fined \$100. In the other cases the product was condemned, forfeited and destroyed.

Connecticut

Bulletin 267 of the Connecticut Agricultural Experiment Station, just received, contains the twenty-ninth report on food products and the seventeenth report on drug products for 1924, prepared by E. M. Bailey, Ph.D., chemist in charge. Four samples of olive oil were examined, two being passed and two being found adulterated.

Regarding vanilla extract the report is as follows: "Flavoring extracts for food purposes are solutions in ethyl alcohol of sapid and odorous vegetable principles.

"Vanilla extract is the flavoring extract prepared from vanilla bean, with or without sugar or glycerin, and contains in one hundred cubic centimeters the soluble matters from not less than ten grams of the vanilla bean."

"No numerical limits of composition are included in the standard and these must be ascertained from analyses of authentic preparations derived from the several types of vanilla beans."

"Twenty-seven samples of vanilla extracts or imitation vanilla extracts were collected by the Station agent, and one was submitted by the Dairy and Food Commissioner. (Detailed analyses of these are given in Table III.)

"Most of the samples examined were labeled as pure or were presumed to be pure from the fact that no declaration to the contrary was made. A number were clearly stated to be imitations. The products presumed to be pure were found, in general, to conform to the limits of composition of pure extracts as established by analyses of authentic samples". Three, Puritan 471, Royal Scarlet 476, and Champion 483, showed excessive ash and other abnormal values which indicate the use of alkali in the process of manufacture". Morrow 486, although it contained a normal

¹ Circ. 136.

² See Winton, Albright and Berry, *Jour. Ind. Eng. Chem.*, 7, 518, 1915.

³ Dean and Schlotterbeck, *Ibid.* 8, 703, 1916.

amount of vanillin and no coumarin, did not otherwise show the characteristics of a genuine vanilla extract. Nilla, 30404, was sold simply as a flavoring extract but the name suggests vanilla while the analysis does not. Its composition closely resembles that of other imitation vanilla. Virginia Dare, 470, is barely full strength assuming the minimum vanillin content of authentic vanilla extract."

GETTING WINE FLAVORS IN COOKERY

The New York *Herald Tribune's* Institute of August 9 devoted two full columns to a discussion of wine and rum flavors in cookery and gave numerous recipes for the use of legal wine sauces for flavoring salads, jellies, puddings, cakes and fruit dishes. The editor of the department said:

"It is with considerable difficulty that certain phases of the art of cookery are holding their own in these days when plum puddings have to be served without their brandy sauces and egg-nogs are beverages for nourishment only. Food manufacturers have attempted to cope with this situation evolving from prohibition by making wine flavorings to be used in cooking. One of these, a sherry flavoring of jelly-like consistency, was tested in the Institute some time ago and found to be a successful substitute for sherry in certain recipes. Its use is limited, however, by the fact that sherry flavoring is desirable in only a few dishes.

"Some new wine sauces recently sent to the Institute for test (and enthusiastically received) are of several flavors and, in physical properties, identical with wine. These sauces are made from wines rendered unsuitable for beverages by the addition of sugar or seasonings. This makes them legally marketable under the provisions of the Federal law. Except for using less sugar (which is included in the sweet sauces) or some of the seasonings, these sauces may be used in recipes which call for wine.

"We used the sherry, rum, tokay and raspberry flavors in jellies, punches, mousses, syllabubs, custard sauces, cakes, puddings and on fresh and baked fruit. The Newburg sauce is good in mayonnaise or French dressing, as well as in its renowned combination with lobster.

"Apples baked in rum sauce and grapefruit filled with sherry took on new interest; and bread pudding moistened with tokay was a delicious dessert. The sauces can be used in numberless recipes, in salads or in the sauces to go over them, in cake frostings, in punches or hard sauces."

Food Shows in New York and Boston

New York Food Fair will be held October 29 to November 7 at the 102nd Engineers' Armory, Broadway and 168th street. This show is under the auspices of the New York Retail Grocers' Association.

The Boston Food Fair will be held October 5 to 17 under the auspices of the Boston Retail Grocers' Association.

Spice Trade Starts Consumer Campaign

The American Spice Trade Association has sent a bulletin to members, asking contributions to start its campaign to increase spice consumption. It needs \$10,000 to begin, and then will get a series of articles under way for daily newspapers, home magazines, trade publications, and by radio. Charles A. Thayer is chairman of the committee.

American Bottlers of Carbonated Beverages

The seventh annual convention of the American Bottlers of Carbonated Beverages will be held in the American Royal Building, Kansas City, October 19-23, inclusive. The Carbonated Beverage Exposition will be held in conjunction with it.

Information in Other Departments

Readers of the FLAVORING EXTRACT SECTION are advised that items of interest to them may be found in our Trade Notes pages, as well as in Patents and Trade-Marks, and other departments of THE AMERICAN PERFUMER.

ASSOCIATIONS, SOCIETIES, ETC.

(Continued from Page 398)

States and other countries to take people to Mexico City during the jubilee, and it is estimated that the floating population of the city during the Fair will average 200,000 persons per day.

Holt President of Food Officials

One hundred representatives from various cities of the United States met in this city for the twenty-ninth annual convention of the Association of Dairy, Food and Drug Officials in Denver recently.

Dr. Harvey W. Wiley urged members to continue the fight for pure foods and drugs. Renick W. Dunlap, assistant secretary of agriculture of the United States, told of 13,300 prosecutions having been made, and of seizures and fines since 1907.

Thomas Holt, dairy and food commissioner of Connecticut, was elected president; A. R. Smith, dairy, food and oil commissioner of Wyoming, vice-president, and W. S. Frisbie, chemist in charge of co-operation in the United States Bureau of Chemistry, was re-elected a member of the executive committee.

New England Food Officials Meet

Dr. Charles D. Howard, State Chemist, Concord, N. H., was elected president, and A. M. G. Stoule was re-elected secretary, of the New England Dairy, Food and Drug Officials recently. Reports were read by the representatives of the six states, giving surveys of the year's work in their respective states.

Official Agricultural Chemists

The forty-first annual convention of the Association of Official Agricultural Chemists will be held at the Raleigh Hotel, Washington, D. C., October 26-28. One of the interesting papers will be on "Food Preservatives," by W. W. Randall, of Baltimore, Md. "Flavors and Non-Alcoholic Beverages" will be the subject of J. W. Sale, of Washington, D. C.

National Retail Druggists' Convention

Arrangements are being completed rapidly for the N. A. R. D. convention at Memphis, September 21-25, which it is expected 5,000 druggists will attend. Nearly all of the \$18,000 worth of exhibit space has been taken already and entertainment plans for the visitors have been made.

Among the convention exhibitors who so far have taken space are the following: Abbott Laboratories, Armad Co., Armour Soap Works, Armstrong Cork Co., Colgate & Co., Dennison Mfg. Co., Hessig-Ellis Drug Co., Illinois Glass Co., Melba Mfg. Co., Paris Toilet Co., Plough Chemical Co., Ben Levy Co., Wildroot Co., and the J. B. Williams Co.

Wholesale Druggists Meet in Detroit

A large attendance is expected at the fifty-first annual meeting of the National Wholesale Druggists' Association at Detroit, October 4 to 10. The sessions will be held in the Book-Cadillac Hotel. Special trains and tourist rates have been arranged by the committee and an excellent program has been provided for both business and entertainment.

1926 Chemical Equipment Exposition

The Association of Chemical Equipment Manufacturers has announced that its Second Chemical Equipment Exposition will be held in the \$6,000,000 Public Hall in Cleveland, May 10 to 15, 1926. It will follow the general lines of the recent exposition held in Providence.

Prague Fair September 6 to 13

This year's Prague International Fair was held from September 6 to 13. In addition to the usual seventeen groups of the general and technical fair, it included the following special fairs and exhibitions: Sports exhibitions, forestry exhibition and timber market, radio fair and wireless exhibition.



Frederick Christ, who has been connected with the perfumery industry for more than a score of years, and Mrs. Christ celebrated their twenty-fifth wedding anniversary on Sunday, September 6, at their home, 399 Philip avenue, Detroit, Mich. Mr. and Mrs. Christ gave a dinner at the Book-Cadillac Hotel and later attended the performance of "Artists and Models," which began an engagement in Detroit the same evening.

Mr. Christ besides his devotion to the perfumery art has taken up floriculture and for the last seven years has concentrated his leisure time on the growth and development of rare species of gladioli. His list covers about 250 varieties, ranging in price from 10 cents to \$300 a bulb.

B. E. Levy, president of Coty, Inc., New York City, sailed on the *Paris* August 15 with Mrs. Levy for a ten weeks' trip abroad. While in Paris Mr. and Mrs. Levy will be the guests of François Coty. In the absence of Mr. Levy, Herman Brooks, who recently returned from his vacation in the Adirondacks, is in charge of the American branch.

Marcelino Hernandez, proprietor of Le Marcelino Co., New York City, accompanied by Mrs. Hernandez, will leave soon for a six months' trip abroad which will include visits to all of the principal places of interest on the continent.

Miss Mary Cass, general manager of F. N. Burt Co., Ltd., Buffalo, N. Y., has returned from a business and vacation trip to Europe. Miss Cass sailed for England where she spent about ten days, mostly in London, after which she crossed to the continent, and visited Brussels and Paris, spending a little over a week in the latter city. Unfortunately, the weather in both London and Paris was so disagreeable that she did not stay any longer than necessary, but started for the South, going to Spain, then through the Riviera into Italy, where she visited Naples, Capri, Florence and Rome.

In the Eternal City she visited the Forum, and was especially interested in the old Roman ruins. From Italy she crossed into Switzerland, stopping at Geneva and Luzerne, after which she returned to Paris just before her return to the United States.

C. R. Meltor, president of Pierre Lemoine, Inc., New York City, sailed on the *Columbus*, September 3, for a six weeks' trip abroad, which will include visits to Grasse, France, where he will confer with Cavallier Freres, for whom Pierre Lemoine, Inc., are exclusive American agents. Mr. Meltor also will see Switzerland and Paris.

A recent addition to the membership roster of the New York Merchants' Exchange is Yardley & Co., Ltd., Cecil Smith, vice-president, importer of toilet goods, 15 East 26th street, New York.

William H. Rowse, vice-president and sales manager of Morana Incorporated, New York City, accompanied by his daughters, Miss Gloria Rowse, and Miss Patricia Rowse, and his mother-in-law, Mrs. F. A. Reilly, returned on the *Berengaria*, August 21, from an enjoyable ten weeks' tour of the principal places of interest in France, Italy and England.

While in Grasse, Mr. Rowse visited Bruno Court, for whom Morana Incorporated are American agents, and



LEFT TO RIGHT: JOSEF MOUTON, WM. H. ROWSE, MISSES PATRICIA AND GLORIA ROWSE, AUGUSTIN BLANQUÉ, MME. CAMILLE MERLE AND MRS. F. A. REILLY.

during his stay there, the accompanying photograph was taken. Reading from left to right, those in the photograph are: Josef Mouton, General Manager; Mr. Rowse; Misses Patricia and Gloria Rowse; Augustin Blanqué, a partner of Bruno Court, and son-in-law of Mme. Merle; Mme. Camille Merle, principal owner of Bruno Court, and Mrs. F. A. Reilly. Mr. Rowse had a good opportunity to study the raw material situation at first-hand as he motored throughout the entire Alpes Maritimes department, and was in touch with leading men in the industry in Paris and London. On the whole he found that business is good, and that the outlook is most promising.

Albert Delavigne, secretary of Roure-Bertrand Fils, Inc., New York City, returned September 17 on the *President Roosevelt* from a six weeks' trip to Grasse and Paris. An insert devoted to specialties of Roure-Bertrand Fils, Grasse, appears in this issue between pages 110 and 111. Concretes from enfleurage pomades of jasmin and tuberose; and a page on oil lavender are the subject of this first insert.

The steady progress that is being made by Morana Incorporated, importers and manufacturers of raw materials for perfumes, soaps, and flavoring extracts, finds further evidence in the recent removal of that firm from 118 East 27th street, New York, to its own building at 61-63 Vandam street, the purchase of which was consummated several months ago, as announced in our TRADE NOTES last February.

The Morana building, which is a substantial three-story structure of the most improved type of fireproof reinforced concrete construction, occupies a lot 50 feet by 200 feet, that extends through the block bounded by Vandam, Hudson, Charlton and Varick streets. It is located on the southern edge of the old Greenwich Village section, the Bohemian character of which is being rapidly diluted by the growing influx of commercial and industrial firms into this historic quarter of New York. The close proximity of the building to the West Houston Street station of the Seventh Avenue subway makes it readily accessible from all parts of New York.

The net floor area of the building, 40,000 square feet, is double that formerly occupied by Morana. The design of the building will permit of the addition of further floors as they are needed.

The basement is devoted to the storage of oils in bulk and of other heavy products. Cold storage facilities are provided for pomades and other products that must be kept at a low temperature.

The first and second floors are given over to manufacturing, finishing, shipping, and stock, as well as two completely equipped analytical and research laboratories. Fireproof vaults have been provided for the storage of the more costly oils.

On the third floor are located the administrative, clerical, and service departments, the customers' reception room, as well as the employees' luncheon and rest rooms.

Its new building is enabling Morana to effect many operating economies. The location, within a few blocks of the Holland vehicular tunnel and the Christopher street ferry crossing the Hudson River, and outside of the congested traffic zone, reduces considerably the time formerly required for the delivery of merchandise between the company's headquarters, its plant at Elizabeth, New Jersey, and the various steamship and railroad terminals. Further and substantial economies are being effected through the warehousing under one roof of all of Morana's merchandise, much of which, due to lack of space, as well as of adequate cold storage facilities, was formerly housed in various warehouses throughout the city. The concentration at one point, and under a single control, of manufacturing and clerical departments that were formerly more or less scattered is likewise making for more efficient and more economical operation.

The new telephone number, too late for the present directory, should be noted: Walker 8510.

"What kind of store is that fellow over at Toad Rock running?" asked a motorist.

"Well, he has Ford parts for sale," replied the attendant in the filling station at Ten Degrees, "buys butter, eggs and poultry, deals in real estate, paints houses, marries folks in his capacity as Justice of the Peace, runs the post office, sells stamps, hams, molasses, etc., and takes boarders upstairs. I reckon you'd call it a drug store."—*Kansas City Star*.

French Cosmetic Manufacturing Co., New Rochelle, N. Y., reproduces in its effective two-page announcement on advertising pages 60 and 61 the coat-of-arms of the City of La Rochelle, France. The political power of the Huguenots was broken by the surrender of La Rochelle in 1628 A.D., and the revocation of the Edict of Nantes by Louis XIV. Subsequent persecutions forced hundreds of thousands into exile to Prussia, the Netherlands, Switzerland, England, etc. Many of them settled in the colonies of the New World, including Virginia and New York, but especially South Carolina. One of the important settlements in the vicinity of New York City was the section now known as the city of New Rochelle, Westchester county, New York, which is the home of the French Cosmetic Manufacturing Co.

Lifebuoy soap sales, boosted by exclusive advertising in the *Denver Post*, won a silver challenge cup for the Rocky Mountain division of Lever Bros., of Cambridge, Mass., for April, May and June. J. E. Robertson, manager of the Denver district for the soap concern, received the cup recently when he was apprised of the victory.

"The *Post* deserves great credit," Robertson declared. "Of course, our men worked hard, but advertising we placed in the *Post* blazed the way in helping us hang up the highest percentage of sales above a given quota."

Nine other divisions of Lever Bros. participated. They are: New York City, Philadelphia, Chicago, Kansas City, San Francisco, Pittsburgh, Detroit, Atlanta and Boston (New England division). Each district was asked to sell about three times as much soap as sold ordinarily during April, May and June.

The Denver district comprises Colorado, Wyoming, Utah, New Mexico, the western parts of Texas, Nebraska, Kansas, Oklahoma and the Dakotas and nearly all of Idaho.

E. H. Clark, Tampa representative for the Palmolive Co., has been advised by the home offices of the company at Milwaukee that his sales for the last twelve months have exceeded that of any other Palmolive salesman in the United States. Mr. Clark also received information to the effect that the Atlanta branch of which Florida is a part, has led all other districts in the country in sales for the same period.

Clarence H. Campbell, manufacturers' agent in Philadelphia, has resigned his representation of various New York firms, effective October 1 and will sail for Florida with Mrs. Campbell on the steamer *Berkshire* on October 5. Due to Mrs. Campbell's health they expect to make their future home in or near Miami.

Mr. Campbell has had many years of experience in the field which he is leaving and has won hosts of friends through his amiable qualities, particularly among the patrons of the Wangler-Budd Co., essential oils, New York; P. & P. Derode Freres & Dammann, Inc., vanilla beans, New York, and S. B. Penick & Co., crude drugs and botanicals, New York.

J. Leshin, sales manager of the Majestic Metal Specialties, Inc., New York, manufacturers of fancy metal goods, is on a business trip covering the middle west territory in the interest of the firm. The factory is now working full force in specializing in exclusive numbers for the trade.

R. Hillier's Son Co., crude drug millers, have moved to new quarters in 51 Maiden Lane, New York. Their old Fulton street building is to be razed together with other structures for the erection of a skyscraper for an insurance company.

Dr. Alexander Katz, treasurer of Florasynth Laboratories, Inc., of Unionport, N. Y., has returned home from a three months' business trip which covered the South as far as New Orleans, the Pacific Coast and Canada. He stopped off in Yellowstone Park for his vacation.

M. B. Zimmer, of the Chicago branch of Fritzsche Brothers, Inc., sailed on the *Cleveland* August 20 for a three months' tour of France, Switzerland and Italy. He was accompanied by his daughters, the Misses Marian and Virginia Zimmer and Mrs. B. F. Zimmer.

While the trip is primarily for recreation, Mr. Zimmer will utilize the opportunity while abroad to observe con-



MISS VIRGINIA ZIMMER, MRS. B. F. ZIMMER, MICHAEL B. ZIMMER AND MISS MARIAN ZIMMER.

ditions in the perfume industry and to visit the factories of Schimmel & Co., Miltitz, near Leipzig, Germany, for whom Fritzsche Brothers, Inc., are American agents.

The party also plans to go to Grasse and Paris and in all probability a trip will be made to the citrus oil centers of Italy. In all countries, the principal places of historical and social interest will be visited. The party expects to return home about Thanksgiving.

C. Leith Speiden has been appointed New York representative to the National Council of the United States Chamber of Commerce. He is secretary of the chemical house of Innis Speiden & Co., of this city.

Ralph Bloom, president of the Cino Chemical Products Co., Cincinnati, Ohio, was a recent welcome visitor to the Editor's sanctum. Mr. and Mrs. Bloom, who celebrated their tenth wedding anniversary on September 7, made the metropolis one of the stopping places in an automobile tour which included Atlantic City and other cities. On the trip Mr. Bloom is combining recreation with business, with satisfactory results.

Joseph Mathias, president of James B. Horner, Inc., and Joseph Huisling, vice-president of Charles L. Huisling, Inc., both of New York City are home from a visit to a fishing camp at the Thousand Islands.

Henry Pfaltz, of Pfaltz & Bauer, essential oils, New York City, sends his regards to THE AMERICAN PERFUMER from Grasse, France, together with the following notation of his observations during his visit to the perfume raw material centers abroad:—

"I saw your magazine all over Europe."

Marinello Co., New York, toilet preparations, has placed its advertising account with Vanderhoof & Co., of Chicago.

Again the practical course of lectures and laboratory work on the uses, the composition and the manufacture of perfumes, toilet preparations and cosmetics conducted since 1920 by Prof. Curt P. Wimmer at the College of Pharmacy, Columbia University, 68th street, near Broadway, New York City, will be given this year.

As in the past the course will cover a period of thirty weeks divided into two semesters and the work will be devoted equally to lectures and laboratory practice. The lecture topics cover the anatomy of the skin, skin affections and their remedy, cosmetic powders, face paints, nail preparations, hair preparations, depilatories, creams and the objects in using them and their manufacture, mouth and tooth preparations, and perfumes. As a preliminary students are given a fundamental training in the source and uses of raw materials which enter into the manufacture of toilet preparations which is supplemented by many useful and practical as well as suggestive empirical formulas.



PROF. C. P. WIMMER

An increasing number of men and women in the toilet preparations and allied industries, either in business for themselves or holding responsible positions, have had the benefit of the comprehensive course given by Prof. Wimmer. Prof. Wimmer, it may be added, is not only a close student of the subject, but he has had the advantage of experience in association with several large perfumers. Accordingly the practical aspects of the subject are emphasized.

The course is planned to give a good general knowledge of the subject and may be taken with profit by salesmen, dealers and manufacturers. Anyone interested in taking the course should communicate with Prof. Wimmer or with the registrar of the College of Pharmacy, 115 West 68th street, New York City. Lectures are scheduled to start on October 6.

A stockholders' meeting of Devoe & Reynolds Co., Inc., has been called for Sept. 22 to approve the recommendation of directors to split the common shares three for one, two shares to be class A non-voting common and one share to be Class B, voting common. Both will share equally in dividends and have the same rights in distribution of assets. Stockholders will also be asked to vote on increasing the common stock by the authorization of an issue of 30,000 additional shares of Class A non-voting stock of which 15,000 shares will be issued immediately to provide more net working capital so that the company can acquire the Wadsworth & Howland Co., Inc., of Boston.

The Los Angeles dispatches about the recent meeting of the American Chemical Society as sent out by the International News Service carried some interesting stories gleaned from the members. One was attributed to Mrs. M. Upshur von Isakovics, president of the Synfleur Laboratories, of Monticello, N. Y. The dispatch said that "she explained some of the secrets of her craft" and continued as follows:

"When some dainty miss sprinkles the delicate, dry perfume we know as 'musk' on her handkerchief, under her little pink ear or on her arching eyebrow, she little realizes," said Mrs. von Isakovics, "that the perfume was never within 5,000 miles of a musk ox deer.

"If we should use the real product from the musk deer in making perfume, an ounce of the scent would be out of the reach of many.

"However, modern chemistry has made possible the manufacture of 'synthetic' or artificial perfume extracts, which, in many cases, are valuable adjuncts to the natural products. Musk, for instance, as used today, is a chemical compound.

"Then," she continued, "civet, which is not unlike our own skunk, and which, oddly enough, is a basic matter in perfumery, is no longer extracted in Abyssinia from the civet cat—oh, no. It is duly manufactured in the United States. Chemically, it is mainly one of the methyl indols.

"Ambergris, too. You've heard of the sudden finds of ambergris floating on the sea. You've also heard that it is a stomach secretion of sick whales. Well, we now make it without bothering whales about it at all. Castoreum, too. That's a product from the beaver, you know."

Otto E. Giese, head of the essential oil house of August Giese & Son, New York City, sailed on the *Mauretania*, September 2 for a six weeks' trip to England, France and Germany.

E. S. Hagerthy, manager of the New York office of the T. C. Wheaton Co., Millville, N. J., spent his vacation at Great Egg Harbor, N. J., where he enjoyed splendid fishing and found ample opportunity to indulge his hobby of motor boating.

Paul W. Gifford, of Boston, Mass., recently was able to return to his home after an illness of four months, with operations, in a hospital. He is general manager for Mitchell, King & Co. and the Beach Soap Co., makers of laundry and textile soaps and cleaners.

Arnold Froidevaux, perfumer for Harriet Hubbard Ayer, Inc., New York City, sailed on the *Paris* September 5 for the purpose of studying the raw material situation again at first hand. He also plans visits to some of the perfumery houses before returning in about six weeks.

The greatest reason for the popularity of golf is, that in the game no man has ever reached perfection, declares *Silent Partner*. The game gets you to strive constantly for improvement, and when a man gets this idea of "improvement," in his head—the constantly striving idea for improvement, the great game of business or of a profession will be as popular as the game of golf. *Interest in improvement makes work a game, not a grind.*

George L. Ringel, third vice-president of Fritzsche Brothers, Inc., New York, has a more or less happy habit of seeking snowstorms in summer and sending to his friends in the heated zones frosty white pictures of wintry scenes in the great North West. His latest welcome contribution arrived in our sanctum when the temperature was over 80 and the humidity having broken its usual speed made the heat seem close to 100. Just a picture of a scene in King street, Dawson, Yukon, with the thoroughfare looking like our own streets after a three day storm in the last few winters. Very pleasant for Mr. Ringel, but the mortals in the torrid belt will have to forgive him, even when he adds to the picture the sentence: "A nice cool place here, where it is 60 degrees below zero." For Mr. Ringel always combines business with recreation and so no doubt there will be results to show for his visit to the near Arctic region. While he devotes much of his energy to the Central states he also has general supervision of the Fritzsche Brothers' interests in the Canadian belt, with Alaska as a last end.

According to John D. Larkin, Jr., vice president and assistant treasurer of the Larkin Co., Inc., of Buffalo, N. Y., a new chain of department stores in the larger cities will be established following the taking over of the J. Oppenheimer Co. store in Chicago. Kneeland Ball, for twenty years manager of the Chicago branches of the company, will be manager of the Chicago store, which will be operated as the Larkin Co. of Illinois, Inc. The reported price was \$750,000.

"Sites in various other cities are being investigated," Mr. Larkin said, "and we hope to have a number of big department stores in operation within a short time."

Sani-fold Co., Arlington, N. J., tooth brush manufacturer, will use newspapers and professional publications in a campaign now being planned to be conducted by Cutajar & Provost, Inc., advertising agency, New York.

Abe Plough, president of the Plough Chemical Co. of Memphis, Tenn., has increased his life insurance to \$1,000,000, it was announced recently by the Prudential, one of a group of companies participating in underwriting his additional policy of \$675,000. The insurance, which is in favor of the chemical company, was subscribed to the extent of half a million by Mr. Plough's associates in the business, although he himself is only 33 years old. His associates have also taken a total of about \$500,000. The transaction is declared to be in line with a tendency among executives to safeguard not only their families but their business associates also.

Employees of Carlova, Inc., of Binghamton, N. Y., enjoyed another of their festive monthly picnics recently, selecting for this one the Ravine on the Chenango River. A combination sea shore dinner and picnic luncheon arranged by the manager, A. Alexander, and Miss B. Moody, chairman of the entertainment committee, provided a menu that was heartily relished, particularly by the boys and girls who donned bathing suits and took appetizing swims in the cool river. Later dancing engaged the attention of the participants. These reunions have been so successful that they are to become a permanent all-the-year Carlova feature.

The David Berg Industrial Alcohol Co., Delaware avenue and Tasker street, Philadelphia, Pa., has taken out a permit to build a new addition to its plant on site at Delaware avenue and Morris street. It will be used for general operations as well as for expansion in the storage and distributing works, estimated to cost approximately \$85,000. A general erection contract has been let to the William Steele & Sons Co., 219 North Broad street, Philadelphia.

Etablissements Albert Verley, Isle St. Denis (Seine), France, begin in this issue a series of advertising announcements in which they make a bid for direct orders from American manufacturers in this industry.

Dr. Verley is one of the best known chemists in Europe who has specialized in research and manufacture of synthetic aromatic chemicals, and in a conversation with the Editor last year, he expressed the hope to visit the United States soon.

The business has been established many years, and although Dr. Verley has not heretofore attempted the plan of selling direct to American consumers, he feels confident that the plan will succeed.

The specialties of the house are: nerol, geraniol, linalool, rhodinol, citronellol and their esters; acetates, benzoates, formiates, butyrates, propionates, cinnamates, salicylates and phenylacetates of linalyl, rhodinyl, phenylethyl, citronellyl, benzyl, propyl, ethyl, methyl, butyl; also aldehydes and alcohols of fatty series, including: C-8, C-9, C-10, C-11, C-12, C-13; eugenol, iso-eugenol; terpeneless and sesquiterpeneless, essential oils, etc.

In the first announcement which appears on pages 62 and 63 attention is invited to jasmin specialties.

Attention is invited to the map showing the principal rose cultures and centers of distillation, which appears on pages 2 and 3 of the attractive four-page insert of Joseph Batzouroff & Sons, Sofia, Bulgaria, between advertising pages 86 and 87. The map gives a general idea of the progress made by steam distillation and in the text which accompanies it, a short but interesting history of the rose industry in Bulgaria, and the relation of the firm of J. Batzouroff & Sons to the development of the industry is given. D. Batzouroff, a member of the firm, is expected in this country soon on his second recent visit.

Joseph Batzouroff & Sons are represented in the United States and Canada exclusively by George Lueders & Co., 427 Washington street, New York City.



DR. ALBERT VERLEY



D. BATZOUROFF

François Goby, one of the directors of the Société Anonyme Tombarel Frères, Grasse, France, arrived on the *France*, September 8, for his annual visit to the United States, and is making his headquarters at the office of their American representative, the Orbis Products Trading Co. Inc., 215 Pearl street, New York City.

Mr. Goby will make a two months' stay here, and is now with C.

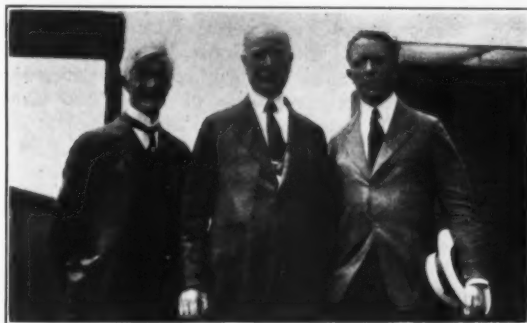
H. Alker of the Orbis Products Trading Co. Inc., on a Mid-West trip, calling on manufacturing perfumers and others in the trade. They

will return about the middle of October. He reports the crop of jasmin is expected to be normal, but the great demand for jasmin products has not made a marked difference in the price, which may be about ten per cent lower than last year.



C. H. ALKER, FRANCOIS GOBY

The three gentlemen whose portraits are shown in the accompanying illustration are well known in the essential oil industry of the United States, for they have been identified with the activities of the organization of W. J. Bush & Co. both abroad and in the United States for many years. The gentleman shown on the left is Dr. Ralph S. Swinton, chief chemist, and in the center is C. Blair Leighton, treasurer and general manager, while on the right is R.



DR. R. S. SWINTON, C. BLAIR LEIGHTON, R. RIGHTON WEBB

Righton Webb, sales manager, all of whom consented to be snapped by the Editor recently in the New York offices of the company.

Mr. Leighton is largely responsible for the development of the American corporation as well as the Bush interests in this country generally. He was largely instrumental in inaugurating the production of citrus and other oils in southern California, through its subsidiary, the W. J. Bush Citrus Products Co. at National City, Cal. Dr. Swinton is in charge of the company's laboratories and factory at Linden, N. J. His recreation is golf—and he is credited with some unusual scores.

Persual of the advertising pages in no less a real duty than scanning the text pages of this journal every month.

Louis L. Rapin, personal representative of Georges Chiris, of Etablissements Antoine Chiris, of Paris and Grasse, arrived on the *France*, September 8, and will make his headquarters at the New York office of Antoine Chiris Co., where he will hold conferences with C. A. Swan, vice-president and general manager, regarding the re-development of the American branch of Chiris.

La Voix du Peuple, Grasse, France, recently contained an interesting account of a visit made there by G. A. Pfeiffer, of the House of Richard Hudnut, New York. *La Voix* said in part:

"Quite naturally, he was particularly interested in our industry of flower production and our large establishments for converting the flowers into the raw material for perfumes. While here Mr. Pfeiffer was the guest of his Grasse friends, the heads of the House of Hugues Aine (Charabot & Co.)

"In the course of his visit he showed the keenest interest in the scientific development of our floriculture and particularly admired the experimental plantation created by Joseph Bernard, the popular Adjoint au Maire.

"It was on the occasion of this visit that G. A. Pfeiffer made a touching gesture in behalf of our Widows and Orphans of the War, presenting Pierre Morena, president of the Committee for the Ungerer Fund, with 2,000 francs, to be distributed by the Committee.

"In behalf of the Widows and Orphans of the War who will benefit from this additional evidence of the kindness and sympathy already made familiar to us by our very good friends at the head of whom we must place W. G. Ungerer, who is so deservedly popular in our city, we most sincerely thank Mr. Pfeiffer, who we have always been happy to count among the faithful friends of our great country and of our own little region of Grasse.

"We also have the agreeable duty of congratulating the industrious and foresighted people of Grasse who know how to put their nimble activity and their abilities at the service of the fair fame of our lovely country.

"Their motto can be summed up in these three words: 'Work, Act, Produce.' It is sufficient to explain many sympathies and friendships, including those of 'business' Americans."

Colgate & Co. has taken a nine-year lease of the brick building at 133 Washington street North, Boston, and is occupying it as a district depot for the coupon premium business. There are approximately 4,000 square feet of space, with heating and storage in the cellar, making it considerably larger than the previous location at 126 Dartmouth street. A. S. Hannah is district manager.

They have also established a research fellowship at the Woman's Medical College of Pennsylvania, where under the direction of H. H. Bunzell studies will be conducted on "the causes of tooth decay and a study of factors pertaining thereto." The first incumbent is Dr. Sylva Thurlow, a graduate of Bryn Mawr College, a graduate student at the University of Pennsylvania, who took her doctor's degree at the University of Cambridge.

"Dear me, how slovenly the postal authorities are! Here's a card from my husband, who's in Manchester on business, and it's got the Paris postmark."—*London Mail*.

Eleven persons claiming to be "perfume, toilet preparations and hair oil" manufacturers and holding government permits for the withdrawal of alcohol, were indicted in Philadelphia on September 16 by the Federal Grand Jury in the government's campaign to check the diversion of alcohol to bootleg channels. The charges include conspiracy to defraud the government in the diversion of alcohol to bootleggers.

At the same time, Assistant United States District Attorney H. B. Friedman announced that the government would begin September 24 the trials of the forty-eight individuals and six corporations indicted last July on similar charges.

Those indicted September 16 were Abraham Salikoff, trading as the Salikoff Sales Co.; Louis Nydick, trading as the Walton Laboratories; and A. J. Nydick, manager; Max Smullen, trading as the Quaker City Manufacturing Co., and Manuel Mitterpeall, his manager; Philip Cohen, trading as the Golden Ray Manufacturing Co., Charles H. Meaney, manager, and Morris Kurtz and Claude Darval, clerks; Charles Goodstein, trading as the Goodstein Manufacturing Co., and Sam Cohen, trading as the Renault Manufacturing Co.

The Treasury Department in a circular letter warns of the circulation of a new counterfeit \$20 gold certificate of series 1922. The letter says that the counterfeit is apparently printed from well executed lithographic plates on bleached genuine paper. It also adds that great caution should be exercised in handling this issue as the counterfeit is calculated to deceive even careful handlers of money.

The new counterfeit is described as follows: "Series of 1922; check letter 'C'; plate No. 656; H. V. Speelman, Register of the Treasury; Frank White, Treasurer of the United States; portrait of Washington."

Rare old bottles are quite a popular item in many curiosity shops, declares *Bottles*, the sprightly organ of the Illinois Glass Co., which proceeds to tell an interesting episode in the search of a collection for precious ancient containers. Says *Bottles*:

"New Lamps for Old"

"An instance of this kind occurred in New Orleans, where there is an antique shop owned by an old Scotchman who goes in rather heavily for American glass bottles of the early period.

A short time ago he asked our New Orleans representative over to see some beautiful amber bottles, shaped like a fish, which he had picked up a few days previously at a price of \$2.00 apiece.

"As soon as our salesman saw the bottles, he burst into laughter because they had a 'Diamond I' on the bottom, and were specimens of an order we have made on the automatic machines for one of the large pharmaceutical houses for several years. Cod Liver Oil being one of the products put up by this customer, a bottle shaped like a fish, was fittingly chosen for their package.

"When the old Scotchman discovered how he had been hornsawgled and trimmed, his ruddy complexion took on a greenish hue.

"At length, however, he burst into uproarious laughter. 'Well,' he said, 'at least, that Chicago tourist, who bought three of these bottles from me at \$5 apiece is a bigger fish than I am. The only thing I hope is that he never goes into a drug store to get Cod Liver Oil and has it handed to him in one of these fish bottles. If he does, and I find out about it before he gets here, I am going back to Scotland.'

Ferdinand Weber, treasurer of George Lueders & Co., New York City, will return on the *Cleveland*, September 24, from his annual four months' trip to Europe.

Alexander Hirschbein, president and secretary of Solar Laboratories, Inc., New York City, returned on the *Berengaria*, September 11, and was met by his associates and numerous friends. When he reached his office on the following morning a hearty welcome was accorded him by the entire factory and office staff, who gave tangible evidence in the form of many floral tributes of the high regard in which he is held by them.

Mr. Hirschbein was abroad for two months, during which time he visited Germany, Austria, Hungary, Italy and France. While in the latter country Mr. Hirschbein visited a number of raw material houses in Grasse and also visited the plants of a number of leading French perfumers.

On the trip over, Mr. Hirschbein had as a traveling companion, William F. Denney, of Denney & Denney, Philadelphia, who toured Europe with Mr. Hirschbein as far as Rome, where Mr. Denney remained to meet a number of Italian notables.

Not only did Mr. Hirschbein return with a wholesome coat of tan, but he also announces that he brought back with him a host of new ideas.

Rhodia Chemical Co. has moved to new and larger offices at 21 Spruce street, New York City, where ample space is also afforded for laboratories. The new quarters are in the Press Club Building and afford three times the space of the former quarters in Fulton street. Executive offices, including private offices of Dr. Max Mueller, president, and Charles F. Kelly, general manager, are located on the eighth floor; and the laboratories, in charge of Alphonse Pillet, are on the ninth floor. The offices of Miss A. C. Pick, manager of Cello Products, Inc., a subsidiary company of the Rhodia Chemical Co., are located on the eighth floor. Larger stocks of synthetic perfumery materials are now being carried and the company is developing this phase of its business featuring especially the products of Société Chimique des Usines du Rhone, with which it is associated.

Besides carefully scanning the text pages of this journal every month our readers will find much information, usually of considerable value, in the advertising announcements.



ALEXANDER HIRSCHBEIN



DR. MAX MUELLER

Fred J. Mingst, has joined the sales staff of the Rossville Co., 70 Beach street, New York City, which is under the management of C. Randall Hammond.

Mr. Mingst was formerly affiliated with the Roessler & Hasslacher Chemical Co., and with Lehn & Fink, Inc., and therefore brings to his new position a knowledge of the trade in industrial alcohol.

Adolph Spiehler, Inc., Rochester, N. Y., has appointed A. K. Trout as New York City representative, with perfumery show rooms and office at 342 Madison avenue.

Addington Doolittle, secretary of Compagnie Parento, Inc., Croton-on-Hudson, N. Y., accompanied by Mrs. Doolittle, and their daughters, Jean and Louise, returned on the *De Grasse*, August 21, from an extended trip abroad.

In commenting on his trip, Mr. Doolittle mentions that the *jasmin* crop was especially disappointing this season, owing to severe rain and hail storms, as a larger crop than in 1924 was expected.

The accompanying illustration shows Mr. Doolittle on the left, and Pierre Dhumez on the right, taken in front of the Dhumez plant in Valauris, France, directly after arrangements were entered into by which Compagnie Parento was made the sole American agent for Dhumez products. The announcement of the new relation will be found on advertising pages 58 and 59.

ADDINGTON DOOLITTLE AND
PIERRE DHUMEZ.

Ralph H. Aronson, for the last six years vice-president and treasurer of V. Vivaudou, Inc., New York City, has entered the employ of McKesson & Robbins, one of the oldest and best known drug houses in the United States. They have at present the following specialties in the toilet goods line: Kent's English Hair Brushes, Calox Tooth Powder, Analax, Milk of Magnesia, etc.

Prior to his association with V. Vivaudou, Inc., Mr. Aronson was an executive of the Great Atlantic & Pacific Tea Co.

An extra dividend of 25 cents a share was declared on the common stock of the Prophylactic Brush Co., of Florence, Mass., in addition to the regular quarterly dividend of 50 cents payable July 15 to stockholders at the close of business July 1. An extra dividend of the same amount was paid on April 15 of this year.

Prophylactic Brush Co. also has declared the quarterly dividend of \$1.50 per share on the preferred stock of the company, payable September 15, 1925, to stockholders of record September 1, 1925.

The British girl is rouging her famed, fog-kissed cheek just as diligently as the American girl! Martin Daniels, director of the 1500 Rexall stores in England, is the authority for this declaration. He attended the eighteenth national convention of the United Drug Company in Boston last month at which 5,000 delegates were present.

According to the English director, the war was responsible for the increased sale of cosmetics in Great Britain. Until 1918, paint was used by only a few, and today, he said, it is the majority who have swelled the business in rouge, lip stick, powder and perfume.

"However, our drug stores are not like yours," explained Mr. Daniels. "With the exception of cosmetics and perfumes, our drug stores are chemist shops. We do not sell sodas or cigars. In other words, they are not 'department stores.'"

In England, sodas are a matter of weather, not of mood. "No woman," he said, "would think of going to a drug store for a soda. In fact in England we do not go in for light drinks, such as sodas, tonics and that sort of thing—only in warm weather. In America, there are nearly as many people around the soda fountains in the winter as there are in the summer. We regard an ice-cream soda as a refreshment that should only be enjoyed in hot weather."

Mr. Daniels admitted that through a wide advertising and publicity campaign an American drug store might be supported in England. A taste for sodas and sundaes at all times in the year might be cultivated. However, at the present time there seemed to be little possibility of changing the character of the English drug shop. Should sandwiches be introduced in an English drug store, the average Englishman would think he had walked into a luncheon room instead of a drug store.

"I understand," he said, "that the Rexall stores in America will feature waffle irons this week in their drug stores, but in England this would be an unheard-of thing. No one here will be at all surprised when they see these waffle irons on display in the drug stores. In fact, I think that the American drug store is becoming more and more a department store with each succeeding year."

Speculation is rife as to what the Procter & Gamble Co. may do regarding its surplus which as of June 30, 1925, amounted to \$30,478,640. Best opinion in Cincinnati is that the directors will decide on a plan to exchange the \$25,000,000 common stock for no par common at the rate of three to one.

It has been announced there would be no further stock dividends after that issued August 1, 1925. Issuance of no par common is favored by some of the largest stockholders. The stock has been unusually active and strong around 128.

Wrigley Pharmaceutical Co., Atlantic City, N. J., is planning a national campaign on Spearmint tooth paste. The campaign calls for the use of full-page space in magazines. The J. H. Cross Co., Inc., Philadelphia, will direct this advertising.

Young Bragger: "My grandfather built the Rocky Mountains."

Unsympathetic Listener: "Aw, that's nothing. Do you know the Dead Sea? Well, my grandfather killed it."—*Colorado Dodo.*

In a discussion regarding the waste of time of salesmen, *Printers' Ink* relates the substance of the experience of Saunders Norvell, chairman of the board of McKesson & Robbins, as told recently to a big group of publishers. Mr. Norvell never received much of a highbrow education. He went to work when he was still a kid and graduated into the sales department of the Simmons Hardware Company when he was a very young man. He soon realized that he lacked certain selling qualifications. He wanted to gain personality and poise and ideas by which he could interest and attract men, so that they would listen to his story. He discovered that prices, delivery dates, and technical details about his product didn't get him the hearing and attention he wanted. He had to get the power to impress men quickly.

Someone told him to read good books. He secured some of the best works of the philosophers and playwrights and biographies of ancient times, in a size that would fit his side coat pocket. Then, on his way to the prospect's office and while waiting for him, he turned his wasted time into golden moments spent in the presence of the best thinkers of the past. Instead of gossiping with messenger boys and blonde office employees while he waited, this salesman talked with philosophers, kings and poets by means of their written words carried with him always.

He read Socrates, analyzed the argumentative methods of this ancient philosopher which were based on algebraic formulas, then used an adaptation to sell hardware to hard-boiled hardware dealers. He learned clearness of speech and writing from Herbert Spencer, human nature from Shakespeare, philosophy from Epictetus. Sitting there with the young salesman on the bench outside the office door were minds who were giving him the boiled-down essence of all the great thoughts they had sweat to put down. The coming sales manager realized that as he thought he traveled, that as he knew the ideas of others he attracted attention and secured his hearer's interest. He knew that he had arrived where he was by his thoughts, that he would be tomorrow where his thoughts and his personality would take him. He made the little book in his coat pocket take him far, and he turned the moments other men wasted into a between-times education which was as practical to build personal success as it was unusual in that it is done by so few other men.

Leo J. Hardin, formerly assistant in general chemistry at Purdue University, has become assistant chemist at the Agricultural Experiment Station of Rhode Island, Kingston, R. I.

The Orphos Co., Inc., New York York, which was formed recently, is planning an advertising campaign on Orphos Tooth Paste. The campaign calls for the use of newspapers in the East. The Erickson Co., New York, has been appointed advertising counsel.

Robert A. Carmichael, for four years general manager of the Pepsodent Co., Chicago, is president and general manager. He was, for two years, assistant general manager of the Lambert Pharmacal Co., St. Louis. Richard J. Scoles, president of the Passaic National Bank & Trust Co., is vice-president. Walter H. Dodd, New York attorney, is secretary-treasurer.

Besides carefully scanning the text pages of this journal every month our readers will find much information, usually of considerable value, in the advertising announcements.

William A. Sailer, secretary of Sharp & Dohme, Baltimore, has returned home from a trip abroad with members of his family. They were gone about two months and made visits in Paris, Antwerp, Brussels and Ghent.

Percy Brown, special sales representative for the Brass Goods Mfg. Co., Brooklyn, N. Y., started September 8 for a trip through Canada and the Middle West planning to go as far west as Chicago, St. Louis and Kansas City, and through Ohio.

The trip will last from two to three months and while in Chicago, he will make his headquarters at the LaSalle Hotel.

Mr. Brown has had a wide experience in the manufacture of metal specialties and other lines, enabling him to confer intelligently with users of metal goods, as he understands the manufacturing problem and knows just what can be made and how to make it. He is a member of the Society of Mechanical Engineers.



PERCY BROWN

W. H. Adkins has been appointed general purchasing agent for Burton T. Bush, Inc., producers of the well-known line of Givaudan-Delawanna synthetic aromatic chemicals, with headquarters at the New York offices of the company, 45 John street, New York.

Mr. Adkins has been with the company for the last year in connection with its sales promotion work. He is also secretary of the Salesmen's Association of the American Chemical Industry.

C. E. Jamieson, who has been with the Frederick Stearns & Co., of Detroit, for many years, has organized C. E. Jamieson & Co. to succeed the F. A. Thompson Co., pharmaceutical chemists, which has been in business in Detroit for thirty years.

Mr. Jamieson is well known in the drug trade, having traveled extensively for the Stearns Co. In 1913 and 1914 he made a trip around the world for the house, visiting among other countries Africa and Australia. Returning home early 1915 he assumed the position of foreign sales manager, later taking over and managing the private formula department.



C. E. JAMIESON

Recently the F. A. Thompson Co. began looking around for a capable man possessing certain qualities and experience necessary for the management of their business. Mr. Jamieson was their choice. The name of the company was changed to C. E. Jamieson & Company. Mr. Jamieson being elected president and general manager.

Mr. Jamieson was born in Canada and is a graduate of

Toronto University. Upon the completion of his college education he went to Detroit and has made that city his headquarters ever since. He has many friends, not only in Detroit, but throughout the entire country, all of whom extend their congratulations and wish him every success with his own company.

Joseph E. Haag, president of Haag & Haag, perfumers, of Rochester, N. Y., accompanied by Mrs. Haag and their daughters, the Misses Juliet, Evelyn, Rita and Elaine, motored to New York City recently as a part of a vacation trip which included visits to Long Island coast resorts.

Doane Hage, manager of the New York office of the Arthur Colton Co., Detroit, Mich., has returned from an extended vacation in Virginia where he found complete diversion from business life in a long trip down the Chickahominy River where he enjoyed fishing, shooting and camping in the primitive country along its banks.

In company with his sister and his four year old son, Doane, Jr., Mr. Hage left New York by automobile July 3, motoring 407 miles to his brother's fishing cabin at Windsor Shades, Va. After a few days' stay there, the party returned over the Shenandoah route, a distance of



DOANE HAGE IN ROLE OF PATIENT FISHERMAN

560 miles, to New York. A few days later they again motored to Windsor Shades and spent the balance of the month of July in a five room cottage near the Chickahominy River, where every convenience for comfort was afforded.

One of the trips taken this time was made in a motor boat with a supply tender in tow. The party slept on the ground, without a tent, fished, cooked and shot snakes. In fact Mr. Hage gained the cognomen of "One Shot Kit Carson" for his skill with the rifle. There was little to shoot but moccasin snakes and Mr. Hage never missed his target the first shot. Doane, Jr., also established a reputation for himself by hooking a perch, his first, which he had the pleasure of eating soon afterwards. The little fellow liked the out-of-doors life and was very reluctant to give up its care free pleasures.

Bayne Laboratories, of Oakland, Cal., announce that due to the continued increase in business it has moved to 143 Mason street, San Francisco, Cal. Dr. William Bayne writes that he patronizes advertisers in THE AMERICAN PERFUMER and that his business policy is: "We pay for everything the day it is received."

NEW INCORPORATIONS

NOTE.—Addresses are given, so far as available, of the incorporators. Otherwise, letters or other first class mail may be sent in care of attorneys or trust companies, endorsed with requests to "PLEASE FORWARD."

Puritan Toilet Goods Co., Buffalo, N. Y., 1,000 shares, \$50 each; 1,000 common, no par; W. and M. Ferry, A. Peterson. (Attorney, A. A. Bird, Cattaraugus.)

Ybry, New York City, perfumes, 250 shares, \$100 each; 300 common, no par; S. Levy, S. A. Jaroslawski. (Attorney, L. M. Levy, 36 West 44th street.)

Lorna Manufacturing Co., New York City, powder puffs, &c., 100 common, no par; E. Rosenberg, H. Wisan, J. R. Newton. (Attorneys, Rabenold & Scribner, 61 Broadway.)

Marvelus Skin Lotion Co., Inc., New York City, manufacturing perfumeries, etc.; \$200,000. Incorporator, Jerry Bergen.

Mere, Dover, Del., perfumes, toilet preparations, \$10-000; John A. Miesse, Lena S. Miesse, J. Sidney Reich, Rose W. Reich, Philadelphia. (United States Corp. Co.)

The Latherizer Corporation, Dover, Del., manufacturer of sanitary soaps for shaving, capitalized at \$20,500,000, consisting of 50,000 shares of preferred of \$10 par value and 200,000 shares of common stock without nominal or par value. (Corporation Trust Co. of America.)

R. T. Kline has resigned as advertising manager of the William S. Merrell Co., Cincinnati, to become sales promotion manager of the Remmers-Graham Co., same city, manufacturers of toilet soap.

Business troubles since our last report:

Albert Rolls, trading as Le Shone de Paris Inc., manufacturer and seller of perfumes, 4 West 16th St., New York, was defendant in a bankruptcy petition filed September 2 by Federation Bank of New York, \$2,609. It was alleged that there are less than twelve creditors. On September 4 Albert S. Newman was appointed receiver under \$2,500 bond by Judge Bondy.

Hyman Nathan, cosmetics and notions, 1446 St. Johns Place, Brooklyn, filed a bankruptcy petition September 4. Liabilities, \$3,251.35 and assets of \$1,771.18.

L. & S. Perfumery Co., Inc., 417 Grand street, New York City, August 19; composition confirmed.

Louis K. Liggett, president of the United Drug Co., Boston, is one of the three Massachusetts members of a committee to plan the organization of a New England Board of Trade. Publicity for New England's products and New England's vacation attractions are part of the plan.

The body of Emile Utard, founder and president of the Franco-American Board of Commerce and Industry and general manager for the United States of the Parfumeries Ed. Pinaud of Paris, who died June 5, has been taken from a vault in Calvary Cemetery and was sent to France on September 12. Burial will be in Strasbourg, Alsace, where Mr. Utard founded a commercial school and where he was born.

The number of commercial automobiles in this country increased last year from 1,767,585 to 2,179,516, a gain of 23.3 per cent.

BOOK REVIEW

CHEMISTRY IN MODERN LIFE, by Svante August Arrhenius, translated from the Swedish and revised by Clifford Shattuck Leonard, Ph.D. Octavo, 286 pages, 11 plates, 20 illustrations. Blue cloth covers. Published by D. Van Nostrand Co., 1925; price \$3.

The author is the Director of the Nobel Institute, the Swedish Academy of Sciences, and President of the Swedish American Foundation, winner of the Nobel prize, and a recognized leader in research. The translator is a National Research Fellow in the Department of Pharmacology of Yale University, and a former Fellow in Chemistry to Sweden on the American Scandinavian Foundation.

The contribution of chemistry to human progress is the theme of this work, which in a non-technical way portrays the reasons for the advance of the science and the influence this advance has had on human progress. The newer theories, such as that of the inner atom and crystal structures receive little mention in the book for the reason that they have produced but few effects upon our life.

An idea of the contents of the book may be had from the following chapter headings: Ancient Ideas About the Constitution of Matter; The Ground-Work of Scientific Chemistry; Fire, Oxidation and Reduction; Tools and Metals; The Cultural Value of Silica; The Chemistry of the Earth's Crust; Ores and Fossil Fuels; The Chemistry of Water and Air; Sources of Energy; Electricity and Chemistry; The Course of a Chemical Process; Dyes, Perfumes and Drugs; Cellulose and Rubber; Chemistry and the Bread Question; Housekeeping with the Treasures of Nature.

NEW PUBLICATIONS, PRICE LISTS, ETC.

STAFFORD ALLEN & SONS, LTD., LONDON, ENG., UNGERER & Co., 124 West 19th street, New York City, American representative. August price list of "StaffAllenS" essential oils and other commodities, which has just been received, gives the wholesale quotations on the various products for perfumers and soap makers manufactured by the firm, including Allen's oleoresins, terpeneless and expressed oils, powdered drugs, synthetics, chemicals and sundries.

ROSSVILLE ALCOHOL TALKS, Booklet No. 10, August 1925, issued by the Rossville Co., Lawrenceburg, Indiana, contains interesting and instructive information regarding the manufacture and use of industrial alcohol.

O. A. BROWN Co., INC., 246 Pearl street, New York, have distributed their Fall wholesale price list to the trade. It is a conveniently arranged 24-page catalogue of perfumers' materials, including essential oils, synthetic and aromatic chemicals, the artificial and floral products of the Chemical Works, Flora, of Dubendorf, Switzerland, together with true fruit and imitation flavors and colors. A feature is the publication of tables of metric equivalent and capacity, which will be found convenient.

"VANILLA AND OTHER FLAVORING EXTRACTS," Joseph Burnett Company, Boston.—This is in general an excellent booklet for the lay public, but it is marred by several paragraphs devoted to derogatory criticism of products not used by the Burnett Co. One of these paragraphs contains an attack on coumarin, which certainly has a legitimate place in the flavor world.

In referring to the oil of lemon produced in California,

a woeful lack of knowledge of the processes employed is exposed, and a misstatement is made as to the character of the oil produced. Terpeneless lemon and orange oils are slurred and the use of them is attributed to a desire to economize in alcohol.

It would seem that a company of the high standing of the Joseph Burnett Co., would state the fact, viz: that terpeneless oils are used for making soluble flavors. One of their statements is, "On account of the removal of the terpenes, the flavor is of course quite different from that of the true oils." It is apparent that they imply that the removal of the terpenes hurts the flavor of lemon oil, whereas, as a matter of fact, terpenes do not contribute to the fruit flavor of the oil, but on the contrary are responsible for the terpening flavor and odor when lemon oil oxidizes by exposure to air.

There should be enough satisfactory material to write about without treating of the defects and disadvantages that may, or may not exist in other products in the industry, and without implying criticism of products made by other manufacturers.

"BOTTLES," for September, the sprightly little magazine representative of the Illinois Glass Co., is filled full with interesting matter for purchasers of the company's products. Unlike some similar publications the firm's own announcements are more or less incidental. In this issue, however, an instructive illustration is given of the laying of the foundations of a new bottle warehouse at the Alton (Ill.) plant, which, when finished, the builders claim will hold the world's record for similar structures both in size and in other particulars. *Bottles* also tells about a new finish for wide mouth jars of particular concern to the food industry, but with other possible applications and which the company has recently patented. The difference between this and other closures is indicated in the article. Some of the other subjects, in addition to well selected humor: "More Sense Than Poetry"; "Are You Buried Under Your Own Rubbish?"; "Protecting Quality Through Standards"; and "Gold," by Hal Hoakum.

U. S. BOTTLERS MACHINERY CO., 4015 North Rockwell street, Chicago, Ill., has sent out a new number of the *Bottling & Packaging Engineer* for the three months ending in August. As usual it is interesting. The leading article is on "French Dressing, Latest Addition to Salad Dressing Lines."

NORTHWESTERN CHEMICAL CO., Wauwatosa, Wisconsin, has published a handy little catalogue of organic esters, including butyric ether, and other products which it manufactures.

OBITUARY NOTES

Charles Freeman Bates, for many years in the soap manufacturing business in Quincy, Mass., died August 25 at his summer home at Castine, Maine. He was in his 82nd year and is survived by his widow, two sons and five daughters.

George H. Barnes, manager of the insurance department of the American Can Co., this city, for the last ten years, died August 28, at his home in Rye, N. Y., of heart disease. He was sixty-four years old and was formerly a lawyer.

IN MEMORIAM FOR DEPARTED FRIENDS

ANTRAM, HARRY A., sales manager for the F. N. Burt Co., Ltd., Buffalo, N. Y., September, 1922.

BOMPARD, PIERRE-AUGUSTIN, essential oils, Nice, France, at his home in Antibes, September, 1924.

BRUNS, WILLIAM H. A., of the Metal Package Corporation, Brooklyn, September, 1919.

BUEDINGEN, W. L., head of William Buedingen & Son, boxes, New York and Rochester, September, 1919.

COLGATE, RICHARD MORSE, of Colgate & Co., New York, at West Orange, N. J., September, 1919.

COLLET, EDWARD H., perfumer, at Saranac Lake, September, 1923.

CRUSELLAS, RAMON, founder of Compania Nacional de Perfumeria, Havana, Cuba, September, 1921.

DAVIES, JOSEPH PIERCE, of the J. P. Davies Company, soaps, Dayton, Ohio, September, 1910.

EAVENSON, WILLIAM J., of J. Eavenson & Sons, Philadelphia, soaps, September, 1908.

FAXON, FRANK A., of the Faxon Gallagher Drug Company, Kansas City, Mo., September, 1912.

FEENEY, NICHOLAS, retired soap manufacturer, Brooklyn, N. Y., September, 1917.

GARAHAN, LEO M., proprietor of Maison Maynard, Inc., Brooklyn, N. Y., September, 1923.

GIESE, AUGUST O. L., founder of August Giese & Son, New York essential oil house, at Oradell, N. J., September, 1924.

GOOD, JAMES, soaps, Philadelphia, September, 1910.

HANSON, STANTON I., president of the Vanitabs Co., New York, formerly of Hanson-Jenks Co., September, 1916.

HENDERSON, WILLIAM D., JR., vice-president of Henderson Lithographing Co., Cincinnati, Ohio, September, 1923.

KERKESLAGER, MILTON, W., soap manufacturer, Philadelphia, Pa., September, 1913.

LANING, MRS. EMMA MEAD, mother of E. M. Laning, of the E. M. Laning Co., New York, at Avalon, Pa., September, 1924.

LANNEN, THOMAS E., attorney Flavoring Extract Manufacturers' Association, Chicago, September, 1921.

LEWKOWITSCH, DR. JULIUS, Ph.D., chemist, of London, England, September, 1913.

LUYTIES, HERMAN C. G., president Sanitol Chemical Laboratory Co., St. Louis, September, 1921.

McKESSON, JOHN, JR., president of McKesson & Robbins, Inc., New York, September, 1924.

MOLLER CHARLES A., manufacturer of flavoring extracts, Brooklyn, N. Y., September, 1915.

MORGAN, GEORGE FREDERICK, JR., vice president of Enoch Morgan's Sons Co., soaps, New York, September, 1921.

NEVINS SAMUEL, talc, Philadelphia, September, 1910.

OLCOTT, GEORGE MANN, president of the Dodge & Olcott Co., New York, September, 1917.

PEET, WILLIAM J., of the Peet Soap Manufacturing Company, Kansas City, September, 1910.

ROBERTSON, JOHN T., veteran Connecticut soap manufacturer, on the liner *Olympic*, September, 1922.

SELIG, JACK, sales manager for the Manhattan Can Co., Brooklyn, N. Y., September, 1922.

STETCHER, FREDERICK W., Cleveland, O., proprietor of Pompeian massage cream, September, 1917.

STOTZ, JOHN T., oil distiller, Broadheadsville, Pa., September, 1915.

CHICAGO

CHICAGO, September 14.—It was a great day for the Chicago Perfumery, Soap and Extract Association on September 2, in the banquet hall of the Elks' Club, when Judge John H. Lyle of the Municipal Court of Cook County told nearly one hundred members of these trades why the Chicago crime situation is what it is and how he acquired the title of the "soak 'em" judge and the originator of \$100,000 bail bonds for gunmen, rum-runners, burglars and murderers, with jail and penitentiary records. Some of the high spots of his address were:

"Courts are most to blame for the appalling crime situation in this and other large cities. I once thought that 'organized crime' was an over-worked and hackneyed expression used by reformers and the professional uplift, but I have found since presiding over two of the worst branches of the Criminal Court in this city that crime has indeed become organized, centralized and commercialized.

"The \$100,000 bail bond made use of by me to keep murderers, gunmen and that ilk with records of repeated crimes in jail and protect the public from the dangers of having them loose on the streets is not new, but it is new in the sense that conditions require that it be employed almost daily instead of rarely, and in that there is one judge who regards it as a remedy which needs be applied and is not afraid to apply it whenever a case at bar indicates such a bond as the only one that will fit in with public safety.

"I have been criticized by some of the other judges and by some lawyers for imposing 'excessive bonds,' but my justification can be found in the Bureau of Identification at the City Hall, where the records show lists of about 200,000 criminals and a record of approximately 10,000,000 crimes; they include nearly all of the gunmen and other dangerous characters held by me on \$100,000 bonds or large ones who have served terms in the county jail, house of correction, Pontiac reformatory and the Joliet penitentiary. Some of them, the record shows, have served time for crimes committed in four or five different states. One of these fellows held by me had served time in nine different states, and some defendants have been convicted from three to twenty-seven times for crimes committed in this jurisdiction alone. Thus it will be seen that if organized and continuous crime is to be curbed in this community, nominal bonds that are furnished by the commercial and political friends of the criminal organization are useless if the public is to receive any protection at all.

"Accordingly, as I see it, a new order of criminal procedure must come, because a new order of criminality is here, and in this new order the criminal court judge will so function as to sweep away precedents, formalities, delays and red tape that impede the administration of justice and will co-operate as best he may with the prosecuting authorities in their efforts to convict known habitual criminals organized and commercialized to terrorize the public and make life and property unsafe."

A unanimous rising vote of thanks was given Judge Lyle at the conclusion of his address and the members also personally congratulated him on the courageous course he had adopted in keeping dangerous criminals off the streets.

The next meeting of the Chicago P., S. & E. A. will be held September 16, at the usual place, following luncheon. The session will be devoted to association business and there will be no speaker. At one of the October meetings

E. C. Yellowley, the new prohibition administrator of this district, or his chief assistant, B. E. Ewing, will be the speaker and outline the plans for administering the permissive branch of the work which has recently been separated from the enforcing branch. It is generally expected by the trade here that the separate permissive work under the direction of a deputy administrator who is in no way connected with running down bootleggers and raiding hotels and cafes will give permit holders in the manufacturing consuming trades more even-handed justice than was ever possible before and enable them to obtain legitimate supplies of alcohol without unnecessary delay and with less suspicion and recrimination than has prevailed in the past.

T. Francis Cannon, the sales manager who made a fine record selling A. D. S. toilet and other preparations and has more recently been pushing the Park & Tilford confectionery line, was a Chicago visitor recently. He expects to return to Chicago and accompany the Chicago delegation to the Memphis convention of the N. A. R. I. September 20.

George Hurd, of the Thompson-Taylor Spice Co., has returned from an all-summer vacation spent on his ranch. He is brown as a berry and hale as a woodsman.

Anton Belskis, toiletier and drug man at 1900 South Halsted street, has returned from Europe. He was a week in Paris, three days in Belgium, a week in Berlin, a week in London, and was with his parents at Kaunos, Lithuania, several weeks. Germany and England are the only countries in Europe he saw, and he saw most of them, showing signs of recovery from the ravages of war; there they appeared prosperous and happy. He said if any American was dissatisfied with his lot here, three weeks in Europe would work a complete cure.

George V. Haering, drugs and toilet goods, in West Madison street for forty years, has returned with Mrs. Haering from Europe, stopping off at Pittsburgh, their old home, while en route to the West.

D. R. Keim, general sales manager of E. R. Squibb & Sons, New York, spent his vacation this year in the Yellowstone National Park, after making a business trip through California, Washington, Oregon, Utah, Colorado and Kansas. He was a Chicago visitor en route.

Charles Matthews, Chicago manager of Sharpe & Dohme, and popular in drug, chemical and allied trades, has sailed with Mrs. Matthews for Europe. They will visit France and Italy and make their headquarters in Nice for some time. They will be back before the holidays.

James W. Morrisson and "the Chicago bunch" of wholesale druggists, will attend the convention of the National Wholesale Druggists' Association, to be held in Detroit, October 4 to 8. A lively convention is in anticipation, as important matters affecting market plans, discounts, irregular wholesaling, etc., are to be considered.

The Star Hair Goods Co., 205 South State street, is defendant in a suit for \$50,000 brought by Miss Christine Rabbitt, owner of a beauty parlor at 804 South Crawford avenue. It appears that Miss Rabbitt bought a permanent waving machine from the defendant and before trying it

on any of her customers she had one of defendant's demonstrators try it on herself to the utter ruin of her beautiful tresses. "In fact," says she, "they burned off all my hair and I now am compelled to wear a wig." The case will take its regular order in the Superior Court and will reach trial in about a year; meanwhile Christine's hair may grow anew and be more beautiful than ever, and the \$50,000 she is now seeking—oh well, why need anything more be said?

James S. Kirk & Co., soap makers, are featuring "Minute Man" shaving cream in their local advertising and selling preparatory to a broader exploitation.

Jiffi toilet preparations owned by Madame Earle in the Field Annex building are about to be exploited in a new advertising campaign. The Clark-Colland agency has the account.

Manager Zoebel of the toilet goods department of The Fair states that the "badge on the demonstrator" movement failed to develop any strength in the Chicago district, notwithstanding the support given it by the Federal Trade Commission. "At the time the scheme was sprung I said it was an asinine idea and predicted that it would get nowhere," said he. "The idea did not have common sense behind it. It assumed that the public was interested in who paid these demonstrator-clerks, when as a matter of fact the public was interested only in getting good service and sound values and they got both from the much-abused (by the reformers) demonstrators. These demonstrator-clerks are the most efficient salespeople in the business, and the toilet goods industry is more beholden to them for the great expansion in sales that has occurred than to any other one factor, with the possible exception of advertising. In maintaining the reputation of a store, the department managers and general manager control these demonstrators, and any abuse that may have crept in that in any respect has been harmful to the public was properly chargeable to laxity of store management and supervision, not to the wise system of utilizing these demonstrator-clerks who are highly trained in selling and through them giving the people what they wanted and educating them to want at least four times more toiletries of various descriptions than they ever wanted before. No, the reformers will have to think again before they are able to suggest (sic) something that will be a practical help to the retail trade, the manufacturing trade, or the public."

The big question that will occupy the attention of the Memphis convention of the National Association of Retail Druggists, which will open September 21, will be "Price Stabilization," as applied to toilet preparations and package medicines. It is declared that the one big objective of this organization now is to force a price stabilization bill through Congress at the coming winter session. The Stevens, Kelly, Wyatt and other bills having this end in view are to be consolidated and made water-tight from the standpoint of effectiveness as well as fairness to all interests having a legitimate stake in the question. The druggists have been promised the support of the grocers, dry goods men, hardware dealers, etc., in bringing the necessary pressure to bear on congressmen and senators, and if precedent counts for anything, the campaign will result in victory. England has price stabilization and the system is operated by the

Proprietary Articles Trade Association (P. A. T. A.) with full sanction of the law; and the work being accomplished in stabilizing markets for "toilets" and "patents" has been so highly valued that the secretary of the organization was knighted by the King—Sir William Glyn-Jones. Dr. J. H. Beal, regarded as the greatest business statesman in the drug and allied fields in America, has declared that all the proposed law seeks is to restore to manufacturers of trade-marked packaged goods the common law right to contract with their distributors, wholesale and retail, which the Sherman Anti-Trust Law deprived them of. When this law passes, each manufacturer will have the unquestioned right to name a wholesale and retail price at which he wants his goods sold and will possess legal means of enforcing compliance with his wishes. It will be seen that if any manufacturer of such merchandise becomes in any manner oppressive in his methods or exorbitant in his prices, the free competition of other manufacturers marketing similar goods will bring him to time.

Cornelius P. Van Schaack, of Peter Van Schaack & Sons, Chicago wholesale druggists, with his son, Cornelius, Jr., have returned from a trip to Europe. They visited Norway, Sweden, Holland and Iceland, and took in England on the return swing, sailing homeward from Southampton.

The Dentinol and Pyorrhocide Co. of New York has started a September-to-April advertising campaign on tooth powder in this trade territory, using photogravure space in the Sunday newspapers.

Trejur cosmetics and perfumes will be "pepped up" in the Chicago trading district by advertising which will run in the Sunday papers from October to December. It is stated that the ads will be full pages in sepia.

The 1925-26 bowling season of the Chicago Perfumery, Soap and Extract Association will open at the Elks' Club on the evening of September 16. The season will start with an increase in membership.

Harry Spohr, who has been identified with the chemical industry in Chicago for about eight years, on September 1 joined the sales force of A. C. Drury & Co.

GOOD HEALTH! GOOD BUSINESS!

In accordance with the principle that good health and good business go hand in hand, chambers of commerce and commercial organizations throughout the country are giving impetus to the movement for improving sanitary conditions of their communities, as well as conditions of employment. Replies to a questionnaire sent out by the Civic Development Department of the Chamber of Commerce of the United States disclose a wide range of activities in this field.

Through public health committees efforts are made to bring about the enactment of adequate sanitary codes, to eliminate water pollution, clear waterways of obnoxious and mosquito breeding weeds, remove refuse, and establish school medical inspections and dental school clinics.

Some chambers have periodical meetings where management problems and the health supervision of employees are discussed. Others maintain safety councils. Another has organized a speakers' bureau to reach groups of employees at the noon hour and give them information on questions of sanitation, hygiene, and first aid.

BUSINESS A SLACKER AT THE POLLS

Nation's Business, official organ of the United States Chamber of Commerce, in an article urging merchants and manufacturers to take a more active interest in civic affairs, puts the situation tersely in these sentences:

"No business man would let a competitor or his next-door neighbor or anyone but himself choose his factory superintendent; and if he did, he'd know better than to find fault with that superintendent's work."

"But he lets anybody except himself pick the men who make his laws, and then complains to high Heaven that those laws don't suit him."

In the ranks of our industries are several prominent manufacturers who have been acting on the principle of fighting early for their rights and others should follow their example. Now is the time to become busy in planning in this direction, before the conventions are held. The best results can be obtained by not tying up tightly to any political party, but by wielding the unseen but often felt power of the vast army of independent voters. In this way it is possible sometimes to have acceptable candidates nominated on both sides, while the influence of a business man closely allied to only the political boss of one party often is negligible, for he is expected to "vote the ticket anyway."

A FIXED DATE FOR EASTER

There is considerable agitation throughout the world for fixing a permanent date for the celebration of Easter. It is understood that church authorities are in sympathy with the plan if an agreement can be reached upon a date that will be practicable. There are many arguments in favor of the proposal, particularly from a commercial point of view, and few of any consequence from the religious side, except the matter of agreement upon the most satisfactory date.

The New York Merchants' Association has long had a committee at work on the subject and the League of Nations has taken it up. Willis H. Booth, vice-president of the Guaranty Trust Co. and of the Sierra Talc Co., in his capacity of president of the International Chamber of Commerce, has been one of the prime movers in support of the idea and reports considerable progress.

An effort is being made to carry on the Easter date plan without entangling it in the calendar reform proposal, which has met with serious objections, particularly in respect to the disposal of the "blank day" which the reform calendar of thirteen months leaves up in the air. Meanwhile quite a number of church authorities in this country have gone to the support of the second Sunday in April as being about the best date for making Easter a permanent fixture.

Are You a Woodchuck or a Bobcat?

A dog does not trade a bone with another dog, and in this respect man does not resemble the dog.

But a man is an animal, just the same.

Take the woodchuck. In his native haunt, he is harmless; but the bobcat is a cruel beast.

Let the woodchuck get caught in a steel trap and he will gnaw off his leg to escape, but the bobcat with a big toe in the jaws of a marten trap will calmly await the inevitable. Put it this way: When caught, the woodchuck is a wonderful example of grit, but the bobcat is a coward.

The more we learn about animals, the better we understand men.—Silent Partner.

SILK WORMS TO MAKE POWDER PUFFS?

Powder puffs made and finished by silk worms were received recently from China by C. W. Howard, of the Canton Christian College, New York City, which, according to reports, may soon become a factor in the American market.

In the manufacturing process, a circular wad of cotton is hung up by a string and a silkworm ready to spin is put on the wad. The silkworm is unable to spin himself a cocoon, being able to wrap himself only when in a corner. But having to release the silk fibre he crawls around the cotton until it is covered with a fine spun mesh of silk. A little ivory ring is then attached and the powder puff is ready for use.

The powder puffs shown at the recent Silk Show were made by the staff of Prof. Howard, who occupies the chair of sericulture at the Canton Christian College. Prof. Howard, who is now in China, in writing to this journal, points out that the puffs were probably defective, as the silk ribbon was tied through the cotton instead of imbedding the ivory handle in the center in some other way. However, it is in the former way that Chinese



TWO POWDER PUFFS MADE BY SILK WORMS IN CHINA

women made the puffs for themselves when they first let a ripe silk worm spin out its silk by wandering over the cotton instead of spinning a cocoon.

No attempt has been made in China to produce the puffs in a commercial way, and it is doubtful, in the opinion of representatives of Prof. Howard, whether the idea is feasible on account of the difficulty of controlling the worms. While the puffs were purchased by visitors at the Silk Show for twenty-five cents each, it was largely because they were a novelty as they undoubtedly lack the finish required by a fastidious woman, and, furthermore, they are bulky and do not lend themselves readily to a vanity box.

One Parisian Idea of True Thrift

"Every time I take castor oil mother puts five centimes in my money box."

"And when your money box is full?"

"She buys a new bottle of castor oil!"—*Pele Mele.*

The Volstead Law in Texas

Down in Texas recently a host inquired of his guest, while at dinner, whether the guest would have some corn. The guest passed his glass instead of his plate.

Wants "The Perfumer" Every Week

(W. B. Jones, Vanilla Beans, Papeete, Tahiti, South Sea Islands.)

I only wish you published weekly instead of monthly and I'd gladly pay four times as much.

GOVERNMENT FOREIGN TRADE REPORTS ON CONDITIONS AND CHANCES

Swedish Market for Perfumes and Toilet Preparations

Commercial Attaché T. O. Klath, Stockholm, reports that the extensive production of perfumery, cosmetics, and toilet preparations in Sweden satisfies a large part of the country's requirements. Most of the producers, however, are small concerns. Exports are negligible and the domestic manufacturers cater to the home demand almost exclusively.

Official statistics for 1913, 1922, and 1923 follow, the crown being worth normally 26.8 cents:

Year	Production <i>Crowns</i>	Imports <i>Crowns</i>	Exports <i>Crowns</i>
1913.....	3,650,600	460,000	483,200
1922.....	5,937,400	826,700	67,000
1923.....	6,016,150	927,570	88,350

As shown by the figures, production and imports have increased steadily, while exports have decreased. The principal sources of supply, in the order of their importance, are France, Germany, Denmark, and the United States.

In the last two years the United States has assumed a position of importance in respect to certain articles, principally dentifrices and shaving preparations. The imports of American face powders and perfumes also show material gains. The comparative position of Denmark does not necessarily mean that the toilet preparations exported are manufactured in that country.

A number of American manufacturers have appointed agents in Copenhagen for all three Scandinavian countries, who keep stocks in the Copenhagen free port. It is probably safe to assume that at least one-half of the Danish exports cover articles of American manufacture.

Toilet Preparations in Venezuela

Vice Consul Arthur R. Williams, Caracas, reports that as the local production of toilet preparations in Venezuela is very small, the consumption may be estimated from the statistics of importation. Considering 1923 as a normal year the annual consumption may be roughly estimated as follows: Toilet waters and lotions, 225 metric tons; toilet powders, 70 metric tons; cosmetics, pomades and preparations for the hair and skin, 11 metric tons; dentifrices, 8 metric tons; perfumery, not otherwise specified, 20 metric tons; and perfumed soaps, 100 metric tons.

Consul Williams adds that the average purchasing power of the individual is low, but dealers state that a surprising amount of expensive preparations is called for. Men, as well as women, are large consumers, men using chiefly cologne water and preparations for the hair.

Outlook in Austria for Toilet Preparations

Of Austria, with 6,400,000 population, as a field for toilet preparations of American make, Assistant Trade Commissioner E. M. Zwickel, at Vienna, sends the following report of conditions as he sees them:

"The toilet preparations customarily to be had in western European countries are both manufactured and consumed in Austria. It has been estimated that approximately one-half of the consumption is supplied by domestic manufacturers, although the quality does not compare with the well known French, German, English and American brands. There are 60 manufacturers of toilet preparations in Austria. Most of them conduct a small business, 90 per cent of their products being sold to the poorer classes in Austria and the neighboring countries. The balance, 10 per cent, is of the better quality known as luxury articles, which are consumed in the country.

"The sale of foreign toilet preparations in Austria is greatly hampered by import restrictions, the high customs duty, and the luxury taxes prevailing. Only the best qual-

ities are imported, and in these lines competition is keen. In perfumes, the French practically control the trade, but the most popular shaving soap is an American brand. As is rather general, in Austria, too, American tooth pastes are preferred, but their price has not been within the reach of the average Viennese.

"Out of a total importation of 400 quintals of perfumery and toilet preparations, France supplied 60 per cent; Germany, 32 per cent; and the United States, only 5 per cent. The Kingdom of the Serbs, Croats and Slovenes bought 20 per cent; the United Kingdom, 12 per cent; and Italy, 12 per cent of the total exports of 800 quintals, while the balance of the shipments was distributed to many countries, chiefly, however, to those near at hand."

Although the United States has not been shown to share to any great extent in the Austrian trade, there seems to be no particular reason why it could not procure more of the trade as the country returns to more normal conditions, or why American manufacturers should not establish direct contacts with Austrian merchants.

Orange Oil Exports from Jamaica

Consul Jose de Olivares, Kingston, reports that no separate statistics of the production of orange oil are recorded by the Government of Jamaica, it being grouped with other essential oils. A careful estimate indicates that in the calendar year 1924 the total exportation of orange oil to all countries amounted to about 11,587 gallons valued at approximately \$139,786. The declared exports of the American consulate at Kingston for 1924 show that orange oil ranked as seventh in point of value among the declared exports from Jamaica to the United States, 65,740 pounds valued at \$115,933 having been shipped during that year as compared with 108,926 pounds valued at \$203,527 in 1923, resulting in a decrease of \$87,593 in declared value, due to a falling off in production on account of drought, high winds and floods.

No records in Jamaica differentiate between the volume of exports of sweet and bitter orange oil but the principal exporters of both varieties estimate that about one-eighth of the total is that classed as bitter.

Finland Makes Most of Its Own Toiletries

Emil Kekich, assistant trade commissioner at Helsingfors, reports that the domestic production is an important factor in Finland's trade in toilet preparations and considerably restricts sales of foreign products. Imports do not exceed \$50,000 annually, and consist chiefly of toilet waters, perfumes, and cosmetics from France. Imports of materials for the local manufacture of toilet preparations, exclusive of soap-making materials, amount in value to about \$100,000 annually. There are two important manufacturers of toilet preparations, a Government and a private establishment; also, 17 factories making soap, glycerine, washing powders and similar sundries, to the value of about \$1,217,000, using about \$577,000 worth of foreign raw materials.

Portugal as a Market for Toilet Goods

There is a rather large and growing local manufacture of toilet preparations in Portugal, and owing to extremely high protective duties a comparatively large market is afforded mediocre goods of this class, according to Consul H. Tobey Mooers, Lisbon. The better grades, however, he says, are imported chiefly from France. Prior to 1921 Portugal's total imports of this group approximated 200,000 pounds yearly. Since then they have dwindled to about one-tenth the former quantity and are now exceeded in value by exports. Of the local manufactures amounting to over 35,000 pounds yearly, 60 per cent goes to Portuguese colonies and about 15 per cent to Brazil.

Imports of American-made toilet preparations have fallen off considerably since 1920 as the result of bad exchange conditions and the reentry with fresh vigor of German and French exporters whose exchange rates have been more fa-

avorable to the Portuguese trade. German, French and English representatives, moreover, make calls in Lisbon, which, so far as is known, no American agent does, regardless of the nearness of his other European calls. A better market apparently is opened to American preparations—if they can be introduced at a reasonable price, so that the purchaser will be tempted to forego the French article.

Another Report on Portugal's Toilet Industry

The local manufacture of toilet preparations in Portugal is rather large, and production is on the increase, reports Consul General W. Stanley Hollis, Lisbon. The better grades are imported, but inasmuch as the customs duties are extremely high there is a comparatively large market for the lower-grade goods of local manufacture. Hair tonics, lotions, powders for the hair, face powders, dentifrices, and cologne waters are the principal products made in Portugal.

One of the best selling articles under the classification of toilet preparations is brillantine. Men are the best customers. It is reported that American makes of brillantine should sell well in Portugal if properly introduced. France has been the chief supplier of toilet preparations to Portugal. Germany and the United States have vied for some years for second place. However, the importation of American-made toilet preparations has fallen off considerably since 1920, due to the adverse American exchange rates and to the reentry into the market of German and French exporters, whose exchanges have been more favorable to Portuguese trade.

Toilet Specialties Market in Chile

Assistant Trade Commissioner Clarence C. Brooks Santiago, reports: The toilet specialties market in Chile is one of two distinct phases—one for the local producer and one for the foreign producer operating in that market. Because of the high level of duties on toilet specialties prescribed by the tariff schedule of 1921 much, if not all, of the foreign-made low and medium priced articles have been driven from the market and their places taken by similar goods of Chilean manufacture. The remainder of the field, that of the higher priced specialties, is left almost entirely to the foreign producers among whom little competition exists. In all lines except dentifrices, talcum powders, and soaps French goods predominate.

American, Italian, German, and English toilet specialties also have a place in the Chilean market. Competition for the low and medium priced Chilean goods is one of price only as their field can not be invaded by foreign goods owing to the tariff barrier noted above.

Lithuanian Market for Toilet Preparations

Vice Consul C. M. Gerrity, Kovno, reports that American toilet preparations are not found on the Lithuanian market. French and German products are predominant and local wholesalers are of the opinion that it will be difficult to introduce American toilet specialties because they believe that the products of American manufacturer will not be able to compete with the French and German products on account of the price element, which plays the important part. Large size tubes of "Chlorodont" tooth paste retail at \$0.20 per tube, the German Pebeco and Pierres' tooth paste retail at \$0.25 for a large tube. A bottle of Coty's perfume, size 4"x3"x1" retails at \$1.10.

It's Confidence After All

A good man's word is worth more than the contract of the cheat, declares the *Silent Partner*.

Contracts are made by crooks for the purpose of holding you in the clinch while they break the rules of the referee.

If you cannot take a man's word, take time to find another man. Constantly writing contracts is an evidence of little confidence, and nothing will last long without confidence, adds the *Partner*.

THE "BUY SMALL AND OFTEN" TREND LEADS TO NEW SALES UNITS

The Northam Warren Corporation, of New York, conducts trade surveys covering several hundred dealers and several thousand consumers at least once a year with a view to adapting its Cutex products to any changing needs of the users. Printers' Ink contains an account of the last survey from which these extracts are taken:

The trade reported that people were buying more frequently and in smaller quantities. In spite of the fact that retailers are interested primarily in selling the larger sets, which retail at \$1 and \$1.50, they expressed themselves as believing that they could sell a lot of smaller manicuring sets at retail at a lower price. Replies from consumers confirmed the trade reports.

For several years, the company had been aware that there was a demand for a smaller and more compact manicuring set and this recent survey showed that this demand had become more widespread. In the meantime, the company had installed additional machinery so that it could produce a set that would supply this need. The last survey showed that the time was propitious and the finishing touches were put to the company's plan to add a new unit to the Cutex line.

The set was named "Cutex Junior," as it is the smallest and most compact set of Cutex products. It contains the three essentials for a manicure, Cutex cuticle remover, nail white and liquid veneer. The price was put at 35 cents.

Since placing Cutex Junior on the market, it has been found to possess an advantage not taken into consideration in the early planning. Its small size permits it to be carried in a purse and this makes it easier for many women to manicure at leisure moments.

"We regard this set as a valuable introduction to the Cutex line and a valuable means of interesting many people in manicuring who would not otherwise take it up," said Northam Warren, president of the company. "It is also in line with the present tendency of the times to put out small and compact packages of low retail price to meet the tendency of the public to buy small and often. Our plans for advertising the Cutex Junior set will follow the policy that we have always pursued for this class of merchandise."

Another merchandising feature of the Cutex line which is designed further to stimulate trade and consumer interest is the refill package. Two of these sets have been placed in decorated metal boxes which are lithographed in eight or ten colors. These boxes are permanent and can be used for months by purchasing refills when the contents become exhausted. Mr. Warren pointed out that these attractive and permanent boxes, for which refills may be bought universally, will arouse added interest in manicure sets generally.

THE ONLY KNOCKER AND HIS FATE

After traveling exactly two weeks, almost to the hour, and after meeting bankers, business men, builders and barbers, I found, just before the train reached New York, the only *Miami knocker*, and he was squealing like a stuck pig, says Van Amburgh in the *Silent Partner*.

It appears that he has lived in Miami for a long time, and several years ago, by accident, this man acquired considerable property on a prominent street in that city. He bought the property for a song.

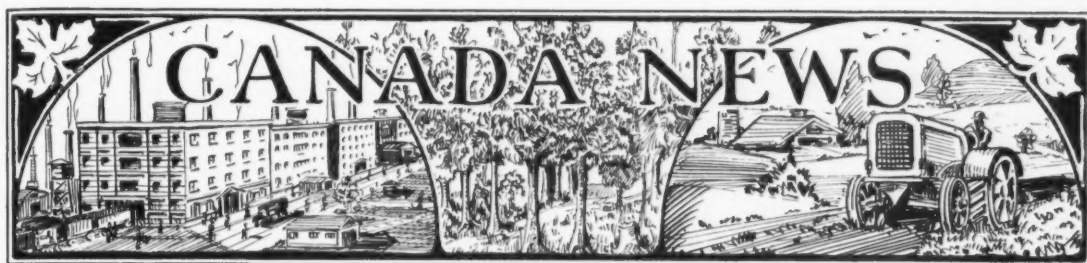
You know the knocker is the antithesis of all accomplishment, so he sold his property at a time when he felt that it was actually worth much less than he received for it. He felt he had stung a friend.

To-day, if this knocker only owned what he sold, he would be worth a lot of money.

He was a knocker in the beginning, he is a knocker now and always will be a knocker.

And now what is the seed of a knocker? It is *envy*.

When *envy* is surrounded on all sides by success, it is like the scorpion confined within a circle of fire. The snake stings itself to death with its own tongue.



MONTREAL

MONTREAL, Que., September 14.—The perfumery trade in this district is undergoing its periodical swing from country to city, with all the necessary readjustments. Summer resorts all around are closing, and their summer populations are returning to the city. The village chemists and druggists are switching over from cigarettes and toilet goods to home remedies and rural necessities, as their other trade is returning to the city.

During the summer months, however, the city trade has been comparatively quite good. Despite the exodus to the country and seaside resorts, there have been more people come into town by far than went out. Something like a million tourists visited Montreal during the summer, mostly from the United States, and the trade they brought with them went a long way toward making up for the business that the town lost to the country.

As the country season also was quite brisk, merchants on the whole do not find anything to complain about. A little respite to look things over and get ready for the winter trade.

The W. T. Rawleigh Co., Ltd., importers and manufacturers of toilet articles, medicines, etc., are building a new warehouse in Richelieu street, St. Henri, Montreal, at a cost of \$181,000. It will be five stories high, and will measure 160 ft. x 64 ft. in ground area.

Spencer Kellogg & Sons, Inc., started some months ago to erect a plant near Black's Bridge, Montreal, the building permit showing the construction was to cost some \$300,000. Then, after a month of work, they stopped operations, and cancelled their permit. Ed H. Stichel, secretary-treasurer of the Kellogg organization, explained recently that they had not abandoned their project, but only delayed it.

P. D. Dubord, proprietor of the Compagnie Orientale, is asking the Superior Court of Montreal for an injunction to restrain a company known as "l'Oriental, Ltd." from using the trade mark "Oriental" in selling essential oils and similar products.

Mr. Dubord claims that he bought the assets, including the trade mark, of a company "l'Oriental, Ltd." which went into liquidation. In addition to an injunction, he asks for \$2,400 damages for loss of business suffered through the competition of the other firm using this trade-mark, to which he asserts the exclusive right through his previous ownership.

TORONTO

TORONTO, September 14.—With the summer holidays at an end the various perfume distributing houses report increased activity on all sides. Inquiries are more frequent, and sales, too, are increasing. All the houses called upon this month report business "good."

The Annual Canadian National Exhibition, which brings to Toronto many thousands of people, has just finished its forty-seventh session. A great number of the perfume and toilet soaps manufacturers were represented at this year's exposition.

Richard Hudnut reports business very good, though no great change from last year. Jules Brocleur, the Hudnut art director from New York, has been in Toronto for a month, decorating the company's display at the exhibition and the showroom at the factory.

R. S. McIndoe, Toronto, is acting as agent for the Ungerer line of essential oils and raw perfume materials.

Fritzsche Brothers, 93 Church street, report a "very busy month." In fact the expectation is that the present month will be a banner one.

The Rolph Corson Co. reports business coming along finely. This autumn inquiries are fully up to any previous year's record, and it looks as if the autumn and Christmas business will eclipse any year up to now.

Canada's trade with other countries continues to show a remarkable improvement, according to the detailed returns for the twelve months ended July 31 last. During that period imports amounted to \$817,757,042, a decrease from the previous twelve months of \$32,714,971, and exports totaled \$1,093,165,663, an increase of \$26,860,403, or a total improvement in the Dominion's favorable trade balance of \$59,575,374.

The Chemical Importing Co., Toronto, report the finding through experiment of a new wax for woodwork. They have named it "Indo-Wax." It is dark brown in color and gives a fine lustre.

Mme. Gallois-Kriesi has recovered from a serious illness. In a recent interview Mme. Gallois-Kriesi, who two years ago put on the market a "hair grower," stated she had sold the rights for its production and sale in all the countries of the world, except Canada, to J. W. McIntyre, of South Bend, Ind. In Canada the sales have so increased that new laboratories had to be purchased, and these are located at 1078-1080 Danforth avenue, where after Octo-

ber 15 all the toilet preparations of the Gallois Laboratories will be manufactured. In the new location the company will also handle cosmetics and vanity cases, representing some of the larger firms exporting to Canada.

Associated with Mme. Gallois-Kriesi is her husband, who attends to all sales and the office end of the business. Mme. Gallois-Kriesi has been in business in Toronto for the last twenty-one years, having opened the first school of hair-dressing and beauty culture in the city. She is also a graduate in medicine and was connected with a nursing school and medical supply bureau before entering the manufacturing field of toilet requisites.

James Isdale, of Isdale & McCallum, Paisley, Scotland, is in Toronto as the guest of A. P. Taylor of Soaps-Perfumes Ltd. It is slightly over three years since Mr. Isdale was in Toronto. He is considering opening a branch factory in Canada and had an exhibit of his A1 Soap Powder and other products at the Canadian National Exhibition. Mr. Isdale is known by all his friends as a very fine Scotch gentleman.

Mrs. J. R. Kennedy had the good fortune of securing first prize on her garden and grounds in a competition comprising a district in the Township of Scarboro with a rating of 84%. At the Canadian National Exhibition she was also a very successful exhibitor.

The Taylor Soap Co., Ltd., Toronto, have just begun acting as agents for the International Icilm Co., Ltd., of London, England, manufacturers of a full line of face creams.

One of the busiest places in town is the United Drug Co.'s warehouse. Manager J. R. Kennedy, of the perfume department, says that business is not only good, but is steadily getting better. Many new employees have been added to the roll of late and the staff has been worked three nights a week recently.

The United Drug Co. is putting out for the Canadian trade an English preparation "Milk of Magnesia Paste." General Manager M. L. Daniels of the parent company, from Nottingham, England, paid a two-weeks' visit to the Toronto agents, and also spent a few days fishing in Muskoka with J. R. Kennedy.

A. J. McCrae, manufacturers' agent, has taken on the Geigy Co. Inc. line of perfumes.

The Harold F. Ritchie Co., Ltd., Toronto, have recently been appointed agents for the Grenville perfumery line, manufactured in Paris, France.

Canadian Bill Would Cut Alcohol Strength

A bill recently introduced in the Alberta Legislature provides that no person shall sell or keep for sale any proprietary or patent medicine or any extract, essence, tincture, toilet water, or preparations which contain more than 2½ per cent of proof spirit, in the northern part of the Province of Alberta included within certain boundary lines described in the bill, says Assistant Trade Commissioner W. J. Donnelly, Ottawa, in a report to the Department of Commerce.

CANADIAN PATENTS AND TRADE-MARKS

The increasing international trade relations between the United States and Canada emphasize the importance of proper patent and trade-mark protection in both of these countries in order that the expansion of business may not be curtailed by legal difficulties.

For the information of our readers, we have instituted a department devoted to patents and trade-marks in Canada relating to the industries represented by our publication.

This report is compiled from the official records in the Canadian Patent Office.

All inquiries relating to patents, trade-marks, designs, registrations, copyrights, etc., should be addressed to

PATENT AND TRADE-MARK DEPARTMENT,
Perfumer Publishing Co., 14 Cliff Street, New York City.

PATENTS GRANTED IN CANADA

252,449, hair and fur dye, Wolf Kritchevsky and William K. Nelson, co-inventors, both of Chicago, Ill.

252,462, apparatus for waving hair, Charles S. Ackley, New York City, New York.

252,660, toilet article, Gerald S. Tritt, Joseph Presner, Joseph Enzer, assignees of Harrison H. Gifford, all of Montreal, Quebec, Canada.

252,934, collapsible container, William Henry Gregory Geake, Killara, near Sydney, New South Wales, Australia.

253,089, metal can, Southern Can Company, assignee of Frank J. O'Brien, both of Baltimore, Md.

TRADE-MARKS REGISTERED IN CANADA

Representation of a Canada Lynx, toilet articles, Henry Birks & Sons, Ltd., Montreal, Que.

Whisk, a preparation for laundry purposes, Chemical Products Co., of America, Philadelphia, Pa.

Rosedale, toilet and laundry soaps in solid, liquid, chip and powdered form, Palmolive Company of Canada, Limited, Toronto, Ont.

Schering, with oval figure, perfumery, toilet articles, and soap, Chemische Fabrik auf Actien (Vorm E. Schering), Berlin, Germany.

Peep, with representation of a girl's head, eyebrow darkener, Mrs. Helene Bealey, Toronto, Ont.

Eugene, Ltd., with representation of an Egyptian lady sitting cross-legged, perfumery, toilet articles and soap, Eugene, Limited, 23 Grafton street, New Bond street, London, England.

Setagene, washes and preparations for the hair, Eugene Limited, 23 Grafton street, New Bond street, London, W. 1, England.

Pep, cleansers, polishes, and enamels, Edward Hawes & Co., Limited, Toronto, Ont.

Williams, face washes and after shaving preparations, J. B. Williams Company (Canada), Limited, Montreal, Que., and Glastonbury, Conn.

Dentinol, a preparation for the amelioration of pyorrhea, The Dentinol & Pyorrhoeic Co., New York, N. Y.

Facsimile signature of Henri Rigaud, perfumes, toilet waters, talcum powders, etc., Parfumerie Rigaud, Inc., Borough of Manhattan, New York, N. Y.

Un Air Embaumé, and the representation of a girl offering incense, perfumes, etc., Parfumerie Rigaud, Inc., Borough of Manhattan, New York, N. Y.

Tuberculosis Association's New Campaign

Prizes aggregating \$85 are offered by the National Tuberculosis Association, 370 Seventh avenue, New York City, for the best window displays boosting its nation-wide "Open Window" campaign to be held in October or early November. The dates will differ in various sections of the country to conform to local conditions. The first prize will be \$50, the second \$25 and the third \$10.

Photographs must reach the association on or before December 1, 1925. The judges will be Ernest A. Dench, chairman, writer on window displays; Ned Mitchell, superintendent of displays, Louis K. Liggett Co., and Philip P. Jacobs, publicity director, National Tuberculosis Association. Further information is available through the headquarters of the association at the address given above.

TRADE MARKS

 HI-LATHER M 204,870	 BLACK HAND 207,671	EASE 176,510 MME. ISEBELL'S 187,589	 PY-OR-DEX 204,941	 ALADIN 201,296	 SCHERK M 202,409	 CHAMBERLAIN'S M 202,417	 CEILLET DU JAPON M 202,878
 VITONE 217,107	 P.D.Q. 213,628	FONTAINE BRAND 214,932	 GUIMET 210,530	 Nuc-Solent 209,161	 DENTIFLORYS 209,227	 PALMOLIVE 207,094	 AFGHANI M 202,494
 ALBATROSS 217,126	 La-Tis 217,437	 CIRCUSLAND 216,373	 VELVA 211,278	 IMPERATRICE CATHERINE 209,226	 MYPAL 215,178	 Tout Seul 217,382	 KARMA 213,470
 MURTELA 216,674	 Sans Egal 217,493	 VACATIONETTE 216,165	 BONILLA 215,330	 JOHN D. JR. 215,269	 Premier Amour 217,396	 Falloo Sheer 217,093	 CAROLA 216,189
 TILLAT'S 217,701	 SUREWHITE 216,187	 CHEERIO 218,127	 FOREST OF FRANCE 216,918	 Bon Voyage 216,675	 Sabbatés 213,134	 RODIS 200,327	 NARCISFLEUR 217,049
 LURE 217,125	 TANTHO 217,487	 BAZAAR COLOURS 217,948	 BEAUTYBLUSH 216,535	 SUN BLUSH 216,951	 La Tesh 216,473	 MARVELO 216,650	 FIX-A-WAVE 217,158
 SLEKBAC 213,273	 ALCO-MED 216,416	 ALADIN 201,296	 SCHERK M 202,409	 Nuc-Solent 209,161	 DENTIFLORYS 209,227	 PALMOLIVE 207,094	 AFGHANI M 202,494

OUR PATENT AND TRADE-MARK BUREAU

This department is conducted under the general supervision of a very competent patent and trade-mark attorney. This report of patents, trade-marks, designs is compiled from the official records of the Patent Office in Washington, D. C. We include everything relating to the four co-ordinate branches of the essential oil industry, viz.: Perfumes, Soap, Flavoring Extracts and Toilet Preparations.

Of the trade-marks listed, those whose numbers are preceded by the letter "M" have been granted registration under the Act of March 19, 1920. The remainder are those applied for under the Act of February 20, 1905, and which have been passed to publication.

Inventions patented are designated by the letter "P."

Designs patented are designated by the letter "D."

All inquiries relating to patents, trade-marks, designs, registrations, etc., should be addressed to

PATENT AND TRADE-MARK DEPARTMENT,
Perfumer Publishing Co., 14 Cliff Street, New York City.

TRADE-MARK REGISTRATIONS APPLIED FOR

(Act of Feb. 20, 1905)

187,589.—Plough Chemical Company, doing business as Mme. Ise-Bell's Toilet Mfg. Co., Memphis, Tenn. (Filed Oct. 27, 1923. Used since 1882.)—Toilet Soaps.

196,005.—Abraham Burnstine, Washington, D. C. (Filed April 23, 1924. Used since April 21, 1924.)—Vanity Cases, Puff Boxes.

196,310.—James S. Kirk & Co., Chicago, Ill. (Filed April 29, 1924. Used since Feb. 15, 1924.)—Soap, Soap Granules or Powder, or Soap Flakes.

199,081.—Parfumerie Roger & Gallet, Paris, France. (Filed June 24, 1924. Used since February, 1923.)—Soaps in Cake Form, Soap Pastes, and Soap Powders.

199,083.—Parfumerie Roger & Gallet, Paris, France. (Filed June 24, 1924. Used since February, 1923.)—Soaps, namely Soaps in Cake Form, Soap Pastes, and Soap Powders.

200,327.—Les Parfums De Rosine, New York, N. Y. (Filed July 21, 1924. Used since Feb. 23, 1921.)—Toilet Articles—Namely, Face Lotions, Face Creams, Face Powders, Toilet Powders, Talcum Powders, Rice Powders, Perfumes, Perfume Extract, Toilet Waters, Bath Salts, Smelling Salts, Sachets, Bleaches, Pomades (in pots, sticks, and cakes), Hair Wax, Hair Tonics, Hair Dyes, Hair Oils, Brilliantines (solid and liquid), Head Washes, Tooth Washes, Tooth Powders, Tooth Pastes, Rouges (liquid, powder, and compact), Eyebrow Pencils, Nail Polishes (powder and liquid), and Preparations for Scenting the Breath and Bath.

201,296.—Les Parfums De Rosine, New York, N. Y. (Filed Aug. 12, 1924. Used since July 20, 1919.)—Toilet Articles—Namely, Face Creams, Face Powders, Toilet Powders, Talcum Powders, Rice Powders, Bath Salts, Smelling Salts, Skin Bleaches, Tooth Washes, Tooth Powders, Tooth Paste, Rouge (liquid, powder, and compact), Eyebrow Pencils, Nail Polishes (powder and liquid), and Preparations for Scenting the Breath and Bath.

202,398.—"La Rosario" (S. A.), Santander, Spain. (Filed Sept. 9, 1924. Used since 1915.)—Shaving and Toilet Soaps.

204,541.—Guido J. Cervelli, doing business as Dentagene Laboratories, San Francisco, Calif. (Filed Oct. 29, 1924. Used since July, 1920.)—Mouth Wash and Tooth Powder.

- 207,094.—The Palmolive Co., Chicago, Ill. (Filed Dec. 22, 1924. Used since June, 1899.)—Toilet and shaving Soaps (in Solid, Powdered, and Liquid Form).
- 207,671.—Harry W. Osgood, Athol, Mo. (Filed Jan. 5, 1925. Used since Nov. 1, 1924.)—Soap Pastes.
- 208,161.—Miller W. Rice, doing business as Muco-Solvent Mfg. Co., Kansas City, Mo. (Filed Jan. 15, 1925. Used since Dec. 15, 1924.)—Washing Powder for Laundry Use.
- 209,226.—L. and G. Lengyel, Brooklyn, N. Y. (Filed Feb. 7, 1925. Used since Dec. 1, 1924.)—Cologne.
- 209,227.—L. and G. Lengyel, Brooklyn, N. Y. (Filed Feb. 7, 1925. Used since February, 1920.)—Tooth Paste.
- 209,928.—Lindsay-McMillan Co., Milwaukee, Wis. (Filed Feb. 20, 1925. Used since Sept. 30, 1921.)—Soaps, Cottonseed Soap Stocks, and Sweeping Compounds.
- 210,320.—Storfer Laboratories, Inc., New York, N. Y. (Filed Feb. 28, 1925. Used since Jan. 20, 1925.)—Perfumes, Toilet Waters, Face Lotions, Face Creams, Face and Toilet Powders, Rouges, and Lip Stick and Bath Salts.
- 210,844.—Otto Hauke, doing business as Hauke & Sohn, Altona, Germany. (Filed Mar. 11, 1925. Used since Nov. 29, 1905.)—Food-Flavoring Extracts.
- 211,598.—Florence N. Lewis, doing business as Elizabeth Arden, New York, N. Y. (Filed Mar. 25, 1925. Used since January, 1910.)—Toilet Lotions, Face and Skin Creams, Perfumes, Face Powders, Rubbing Alcohols, Sachets, Rouge, Lip Pencils, Lip Salve, Eyebrow Pencils, Lip Paste, Eyebrow Mucilage, Hair Tonic, Hair Ointments, Hair Pomade, Shampoo Powders, Bath Salts, Depilatory and Hair Eradicators.
- 212,874.—David Mason, Roxbury, Mass. (Filed Apr. 17, 1925. Used since Mar. 1, 1925.)—Preparation for the Treatment of the Hair and Scalp.
- 213,129.—Franklin Simon & Co., Inc., New York, N. Y. (Filed Apr. 22, 1925. Used since Jan. 13, 1923.)—Perfumery Atomizers.
- 213,273.—H. L. Allan, doing business as The Sleekbac Company, Atlanta, Ga. (Filed Apr. 25, 1925. Used since Jan. 1, 1925.)—Hairdressing.
- 213,450.—Millin Drug Company, Wilmington, Del., and Memphis, Tenn. (Filed Apr. 28, 1925. Used since 1921.)—Perfumes, Rouge, Face Powders, Shampoos, and Face Lotions.
- 213,532.—The Supreme Soap Manufacturing Co., Cincinnati, Ohio. (Filed April 29, 1925. Used since Jan. 15, 1924.)—Mechanics' Soap.
- 213,628.—Leon B. Flood, doing business as P. D. Q. Soap Products Company, Minneapolis, Minn. (Filed May 1, 1925. Used since Oct. 15, 1922.)—Canned Hand Soap Paste.
- 214,256.—The Keene Washing Products Co., Keene, N. H. (Filed May 13, 1925. Used since Jan. 1, 1925.)—Washing Powder.
- 214,746.—Philip Philipson, Stockholm, Sweden. (Filed May 22, 1925. Used since Apr. 18, 1922.)—Soap Powder.
- 214,791.—Emily Garner, New York, N. Y. (Filed May 23, 1925. Used since Aug. 15, 1924.)—Hair Tonic.
- 214,817.—Renaud et Cie. of America, Boston, Mass. (Filed May 23, 1925. Used since 1920.)—Perfumery.
- 214,818.—Renaud et Cie. of America, Boston, Mass. (Filed May 23, 1925. Used since 1920.)—Perfumery.
- 214,820.—Renaud et Cie. of America, Boston, Mass. (Filed May 23, 1925. Used since 1920.)—Rouge and Invisible Waterproof Liquid Rouge.
- 214,885.—John J. Owen, doing business as Owen Chemical Co., Wheeling, W. Va. (Filed May 25, 1925. Used since Apr. 20, 1925.)—Skin Lotion.
- 214,932.—James P. Smith & Company, New York, N. Y. (Filed May 26, 1925. Used since 1904.)—Imported French Castile Soap.
- 215,178.—Isidor Posner, New York, N. Y. (Filed June 1, 1925. Used since Jan. 1, 1923.)—Hairdressing Cream.
- 215,269.—John D. Robnett & Sons, Chicago, Ill. (Filed June 3, 1925. Used since Jan. 11, 1921.)—Soap.
- 215,290.—The Babbitt Company, Inc., Philadelphia, Pa. (Filed June 4, 1925. Used since May 16, 1925.)—Perfumes, Toilet Waters, Face Creams, Massage Creams, Talcum Powders, Bath Salts, and Face Powders.
- 215,330.—Pierre Bon Seigneur, doing business as Bondex Food Products Co., Baltimore, Md. (Filed June 5, 1925. Used since Jan. 1, 1925.)—Food Flavoring Extracts.
- 215,798.—Florence N. Lewis, doing business as Elizabeth Arden, New York, N. Y. (Filed June 15, 1925. Used since July, 1920.)—Skin-Cleansing Cream.
- 215,835.—Lettitia Wood Bell, doing business as Letty Wood, Long Island City, N. Y. (Filed June 15, 1925. Used since May 1, 1925.)—Chemical Preparation Suitable for the Cleansing and Beautifying of the Skin.
- 216,053.—Lentheric, Inc., New York, N. Y. (Filed June 19, 1925. Used since Mar. 6, 1925.)—Toilet Soap.
- 216,102.—Melanie F. Jaeger, doing business as Physicians' Supplies Company, New York, N. Y. (Filed June 20, 1925. Used since Apr. 15, 1925.)—Hand Cream.
- 216,165.—The Elcaya Co., Inc., Long Island City, N. Y. (Filed June 22, 1925. Used since June 13, 1925.)—Face Powders, Face Creams, Toilet Waters, Rouges, Lip Sticks, Eyebrow Pencils, Perfumes, Hair Tonics, Hair Oils, Dentifrices, Tooth Powders, Nail Polishes, Deodorizing Preparations, Bath Salts, Smelling Salts, Talcum Powders, and Sachets.
- 216,187.—Jason J. Kittess, Los Angeles, Calif. (Filed June 22, 1925. Used since June 13, 1925.)—Bleaching Fluid.
- 216,373.—Yvette Co., New York, N. Y. (Filed June 24, 1925. Used since May 22, 1925.)—Hair Tonic.
- 216,473.—Paris Laboratories, New York, N. Y. (Filed June 26, 1925. Used since April 15, 1925.)—Face Powders, Face Creams, Face Packs, Toilet Waters, Rouges, Perfumes, Hair Tonics, Hair Oils, Dentifrices, Tooth Powders, Talcum Powders, Nail Polishes, Deodorizing Preparations, Bath Sales, Smelling Salts, and Sachets.
- 216,489, 216,490.—Vivi, Inc., New York, N. Y. (Filed June 26, 1925. Used since May 5, 1925.)—Face Powders, Face Creams, Face Packs, Toilet Waters, Rouges, Perfumes, Hair Tonics, Hair Oils, Dentifrices, Tooth Powders, Nail Polishes, Deodorizing Preparations, Bath Salts, Smelling Salts, and Sachets.
- 216,496.—Bauer Mfg. Co., San Francisco, Calif. (Filed June 27, 1925. Used since July 1, 1924.)—Hairdressing for Combing Back and Keeping the Hair in Place.
- 216,535.—Hessig-Ellis Drug Company, Memphis, Tenn. (Filed June 27, 1925. Used since Sept. 15, 1924.)—Soaps—Namely, Shampoo Soaps, Shaving Soap, and Toilet Soap.
- 216,577.—Atlanta Barbers Supply Co., Atlanta, Ga. (Filed June 29, 1925. Used since March 20, 1925.)—Hair Tonic.
- 216,592.—Feni Federico, New York, N. Y. (Filed June 29, 1925. Used since Jan. 26, 1922.)—Hair Tonic.
- 216,611.—Florence N. Lewis, doing business as Elizabeth Arden, New York, N. Y. (Filed June 29, 1925. Used since July, 1920.)—Eyebrow Shaper.
- 216,612.—Florence N. Lewis, doing business as Elizabeth Arden, New York, N. Y. (Filed June 29, 1925. Used since July, 1920.)—Eye Lotion.
- 216,613.—Florence N. Lewis, doing business as Elizabeth Arden, New York, N. Y. (Filed June 29, 1925. Used since July, 1920.)—Skin Lotion.
- 216,614.—Florence N. Lewis, doing business as Elizabeth Arden, New York, N. Y. (Filed June 29, 1925. Used since July, 1920.)—Skin Lotion.
- 216,630.—Jonathan E. Nelson, Fort Worth, Tex. (Filed June 29, 1925. Used since April 25, 1925.)—Chemical Composition as a Remedy for Killing Dandruff Germs, Stopping Falling Hair, and Preventing Baldness.
- 216,638.—B. A. Railton Co., Chicago, Ill. (Filed June 29, 1925. Used since 1914.)—Liquid Paste and Powder, Soaps, and Cleansers—Namely, Chips, Laundry, Powder, and Toilet.
- 216,678.—Richard Hudnut, New York, N. Y. (Filed June 30, 1925. Used since May 22, 1925.)—Soap.
- 216,679.—Richard Hudnut, New York, N. Y. (Filed June 30, 1925. Used since May 22, 1925.)—Soap.
- 216,693.—Joseph Personeni, Inc., New York, N. Y. (Filed June 30, 1925. Used since Aug. 1, 1923.)—Toilet Soaps and Antiseptic Soaps.
- 216,696.—Rector Pharmacal Co., Inc., New York, N. Y. (Filed June 30, 1925. Used since Oct. 1, 1922.)—Alcohol Rubbing Preparations.
- 216,816.—Bakelite Corp., New York, N. Y. (Filed July 3, 1925. Used since Dec. 1, 1924.)—Vanity Boxes.
- 216,951.—Vivi, Inc., New York, N. Y. (Filed July 6, 1925. Used since Apr. 1, 1925.)—Rouges.
- 216,987.—Parke, Davis & Company, Detroit, Mich. (Filed July 7, 1925. Used since Jan. 29, 1904.)—Analgesic and Antiseptic Dental Preparation.

217,069.—Ann C. Carpenter, also doing business as Artcraft Products Co., Los Angeles, Calif. (Filed July 9, 1925. Used since Feb. 17, 1925.)—Bleach Cream.

217,093.—Osce Harlo, Detroit, Mich. (Filed July 9, 1925. Used since May 11, 1924.)—Preparation for Treatment of the Hair.

217,125.—Helen Woodfork, St. Louis, Mo. (Filed July 9, 1925. Used since on or about Mar. 7, 1925.)—Hair Preparations—Namely, Hair Grower and Pressing Oil.

217,126.—Charles Woul, Elizabeth, N. J. (Filed July 9, 1925. Used since Feb. 15, 1925.)—Face Lotion.

217,145.—Benjamin T. Gale, doing business as Coloratone Gray Hair Restorer Co., St. Paul, Minn. (Filed July 10, 1925. Used since January, 1902.)—Gray-Hair Color Restorer.

217,158.—Alfred J. Krank, doing business as A. J. Krank Manufacturing Company, St. Paul, Minn. (Filed July 10, 1925. Used since May 27, 1925.)—Hairdressing Preparations.

217,189.—Stix, Baer & Fuller Co., St. Louis, Mo. (Filed July 10, 1925. Used since May 1, 1925.)—Cosmetics—Namely, Face Creams, Face Powders, Rouges, Lip Sticks, Eyebrow Pencils, Compacts, and Perfumes.

217,207.—Joseph Carrozza, Philadelphia, Pa. (Filed July 11, 1925. Used since July 8, 1925.)—Hair Tonic.

217,382.—B. Altman & Co., New York, N. Y. (Filed July 15, 1925. Used since June 1, 1925.)—Perfume.

217,384.—B. Altman & Co., New York, N. Y. (Filed July 15, 1925. Used since June 1, 1925.)—Perfume.

217,419.—Solon Palmer, New York, N. Y. (Filed July 15, 1925. Used since May 25, 1925.)—Perfumes and Sachet and Face Powders.

217,437.—Byron O. Wilkins, doing business as Lavender Toilet Co., Luxora and Jonesboro, Ark. (Filed July 15, 1925. Used since July 6, 1925.)—Hairdressing.

217,487.—Jean Vallee & Cie., Inc., La Porte, Ind. (Filed July 16, 1925. Used since Mar. 15, 1924.)—Deodorant Cream.

217,491.—B. Altman & Co., New York, N. Y. (Filed July 17, 1925. Used since June 1, 1925.)—Toilet Soap.

217,493.—B. Altman & Co., New York, N. Y. (Filed July 17, 1925. Used since June 1, 1925.)—Toilet Soap.

217,548.—Denney & Denney, Philadelphia, Pa. (Filed July 18, 1925. Used since Oct. 26, 1924.)—Face Powders, Face Packs, Face Creams, Perfumes, Toilet Waters, Rouges, Hair Tonics, Hair Oils, Dentifrices, Tooth Powders, Talcum Powders, Nail Polishes, Deodorizing Preparations, Bath Salts, and Sachet Powders.

217,701.—Albert Edelstein, doing business as Monte Christo Cosmetic Co., New York, N. Y. (Filed July 22, 1925. Used 1879.)—Face Powders, Face Packs, Face Creams, Skin Lotions, Toilet Waters, Rouges, Perfumes, Hair Tonics, Hair Dyes, Hair Oils, Dentifrices, Tooth Powders, Nail Polishes, Shampoos, Deodorizing Preparations, Smelling Salts, Bath Salts, Talcum Powders, Sachet Powders, Eye Preparations, Lip Sticks, and Brilliantine.

217,702.—Albert Edelstein, doing business as Monte Christo Cosmetic Co., New York, N. Y. (Filed July 22, 1925. Used since 1916.)—Face Powders, Face Packs, Face Creams, Skin Lotions, Toilet Waters, Rouges, Perfumes, Hair Tonics, Hair Dyes, Hair Oils, Dentifrices, Tooth Powders, Nail Polishes, Shampoos, Deodorizing Preparations, Smelling Salts, Bath Salts, Talcum Powders, Sachet Powders, Eye Preparations, Lip Sticks, and Brilliantine.

217,703.—Albert Edelstein, doing business as Monte Christo Cosmetic Co., New York, N. Y. (Filed July 22, 1925. Used since 1879.)—Face Powders, Face Packs, Face Creams, Skin Lotions, Toilet Waters, Rouges, Perfumes, Hair Tonics, Hair Dyes, Hair Oils, Dentifrices, Tooth Powders, Nail Polishes, Shampoos, etc.

217,731.—Oberheim & Co., New York, N. Y. (Filed July 22, 1925. Used since June 12, 1925.)—Lotion for Removing Wrinkles.

217,739.—Smith Kline & French Company, Philadelphia, Pa. (Filed July 22, 1925. Used since Sept. 30, 1922.)—Almond Cream, Alcohol for Bathing and Rubbing; Eye Lotion, Gold Cream, Dermic Lotion, Quinine Hair Tonic, Skin Cream, Soap Liniment, Tincture Green Soap.

218,127.—James S. Kirk & Company, Chicago, Ill. (Filed July 30, 1925. Used since Apr. 1, 1925.)—Soap Powder.

TRADE-MARK REGISTRATION GRANTED

(Act of Feb. 20, 1905)

(These Registrations Are Not Subject to Opposition)

M202,409.—Ludwig Scherk, doing business as Parfumerie Scherck, Berlin, Germany. (Filed Sept. 29, 1922. Serial No. 170,092. Used since 1905.)—Perfumery; Cosmetics—Namely, Face Powder, Talcum Powder, Face Creams, Rouges, Face Lotion, Hair Tonic, Mouth Wash, Tooth Paste, Preparations for Bleaching, Bath Salts.

M202,417.—Chamberlain Medicine Co., Des Moines, Iowa. (Filed May 29, 1925. Serial No. 215,051. Used since May 1, 1922.)—Hair Oil, Shampoo, Hair Tonic, Bay Rum, Oriental Cologne, and Hand Lotion.

M202,418.—Chamberlain Medicine Co., Des Moines, Iowa. (Filed May 29, 1925. Serial No. 215,052. Used since July 22, 1922.)—Talcum Powder and Pomade Hairdressing.

M202,576.—Florence N. Lewis, doing business as Elizabeth Arden, New York, N. Y. (Filed July 8, 1925. Serial No. 217,031. Used since June, 1920.)—Toilet Powder.

M202,590.—Columbia Soap Company, St. Louis, Mo. (Filed May 19, 1924. Serial No. 197,257. Used since May 1, 1924.)—Toilet and Bath Soap in Cake Form.

M202,594.—Maurice Babani, Paris, France. (Filed Jan. 31, 1924. Serial No. 191,522. Used since February, 1921.)—Perfume Extracts, Toilet Water, Face Lotions, Eau de Cologne, Rice Powder, Toilet Powder, Dentifrices, and Rouges.

M202,595.—Maurice Babani, Paris, France. (Filed Jan. 31, 1924. Serial No. 191,519. Used since February, 1921.)—Perfume Extracts, Toilet Water, Face Lotions, Eau de Cologne, Rice Powder, Toilet Powder, Dentifrices, and Rouges.

M202,603.—Chamberlain Medicine Co., Des Moines, Iowa. (Filed May 29, 1925. Serial No. 215,050. Used since July 22, 1922.)—Food-Flavoring Extracts.

M202,604.—Chamberlain Medicine Co., Des Moines, Iowa. (Filed May 29, 1925. Serial No. 215,049. Used since January, 1924.)—Food-Flavoring Extracts.

M202,605.—The Bickmore Company, Old Town, Me. (Filed May 20, 1925. Serial No. 214,582. Used for not less than one year.)—Shaving Soap Cream.

INTERNATIONAL TRADE-MARK REGISTRATIONS

1202,421.—International Registration No. 1,071 of June 17, 1925. Registered in Cuba on April 21, 1921. No. 36,446. Proprietor: Sabates, S. en C. Address: Universidad No. 20, Habana.—Soap.

PATENTS GRANTED

1,550,026.—Face Pack. Eslanda Cardozo Goode, New York, N. Y. Filed July 5, 1923. Serial No. 649,734. 2 Claims. (Cl. 167—9.)

1. A composition adapted to form, when mixed with water, a plastic pack for application to the human skin, comprising two and one-half to three and one-half ounces of potash alum, one-half to one and one-half ounces of casein and eighteen to twenty-two ounces of oat-flour.

1,550,362.—Portable Perfuming Device. Andrew Janer, Flushing, N. Y. Filed Aug. 27, 1924. Serial No. 734,377. 7 Claims. (Cl. 299—89.)

1. A portable atomizer comprising a casing, a reservoir for containing a liquid movably mounted in the casing, an exit nozzle on the reservoir for the discharge of the liquid, said nozzle projecting laterally from said reservoir at a point enabling said nozzle to be moved to a position within and to be concealed by the wall of the casing on the movement of said reservoir into said casing, said casing being provided with means to close the orifice in the nozzle when housed within said casing.

1,550,540.—Glycerine Soap and Process of Making Same. William Te Gussinklo, New York, N. Y. Filed July 12, 1924. Serial No. 725,694. 5 Claims. (Cl. 87—5.)

3. A hard soap formed from coconut oil, caustic soda lye and glycerine, the glycerine being not less than 75% of the volume.

1,550,595.—Facial Wrinkle Remover and Preventer. Nettie Taylor, Asheville, N. C. Filed Jan. 16, 1923. Serial No. 612,967. 3 Claims. (Cl. 128—76.)

1. A device of the character specified, comprising a head band provided with longitudinal slots upon opposite sides of a medial point, head pads adjustable on the band and provided with threaded stems passing through the slots thereof, binding nuts on the projecting ends of the threaded stems to hold the pads in the required adjusted position, cheek pieces each consisting of an elongated plate offset intermediate its ends and having a pad at one end and a longitudinally slotted shank at the opposite end, threaded stems on the head band engaging the slotted shank of the cheek pieces, and binding nuts on the threaded stems for securing the cheek pieces in the required adjusted position.

1,550,613.—Cylindrical Case for Holding Shaving Soap and Similar Objects. Gustav Adolph Hundewadt, Hamburg, Germany, assignor to the Firm Waldheimer Parfumerie- und Feinseifen-Fabrik A. H. A. Bergmann, Waldheim, Saxony, Germany. Filed Mar. 11, 1925. Serial No. 14,754. 1 Claim. (Cl. 206—56.)

In a case for holding sticks of shaving soap and the like, the combination of a lower case or receptacle, the upper portion reduced and defining an annular shoulder to support the lid of the case, and a cylindrical portion extending upwardly from said shoulder and a plurality of convergent resilient tongues extending from such cylindrical portion, said tongues having an externally threaded portion, a clamping ring presenting an internally threaded conical portion adapted to be associated with the threaded portions of the tongues whereby to force the free ends of the tongues into smooth clamping relation with the soap stick, and an upper case or lid seated on said annular shoulder.

1,550,646.—Shipping Box. John R. Larson, Glastonbury, Conn., assignor to J. B. Williams Company, Glastonbury, Conn., a Corporation of Connecticut. Filed Feb. 19, 1924. Serial No. 693,784. 2 Claims. (Cl. 229—14.)

1. A lining for boxes comprising a body portion having a plurality of layers, said body portion being severed from one side through all but the outer layer on the other side of the body portion along lines extending parallel and adjacent to the edges of the body portion, said lines of severance providing a lining wall and edge strip, said edge strips being folded over on the unsevered layer and against the side of the lining wall to space the latter from the box.

1,551,006.—Box. Alfred E. Bruns, New York, N. Y., assignor to Metal Package Corporation of New York, New York, N. Y., a Corporation of New York. Filed Apr. 12, 1922. Serial No. 551,779. 5 Claims. (Cl. 220—42.)

1. In a box, a body holding a removable and separate inner container and comprising two parts to wit: a lower part and an intermediate part both of which are held together by tight frictional engagement, a bead on said intermediate part constructed to engage the edge of said container to prevent removal thereof and a removable cover for said intermediate part.

1,551,007.—Container. Alfred E. Bruns, New York, N. Y., assignor to Metal Package Corporation of New York, New York, N. Y., a Corporation of New York. Filed May 10, 1922. Serial No. 559,700. 4 Claims. (Cl. 220—17.)

1. In a container, a casing, a removable neck portion formed thereon, a bead on said neck, a shell within said casing extending to a position within said neck, the top of said shell engaging said bead and being substantially covered thereby, whereby said container and shell present a substantially unbroken interior.

1,551,138.—Machine for Cutting Toilet and Like Soaps. Auguste Marie Charles de Corta, Pantin, France, assignor to La Société des Savonneries des Vallières et Prairie Réunies Siège Social, Pantin, France. Filed Jan. 14, 1924. Serial No. 686,135. 5 Claims. (Cl. 25—106.)

1. A machine for cutting bars of soap into tablets or cakes, comprising a two-part punching apparatus, means for reciprocating one part toward and away from the other, and feeding means for causing the bar of soap to advance by gravity between the two parts of the punching mechanism after each punching operation.

1,551,567.—Stopper. Robert Kilbourne Jeffrey, Columbus, Ohio. Filed Apr. 14, 1925. Serial No. 23,106. 3 Claims. (Cl. 221—60.)

3. In a device of the class described, the combination with a container having a substantially cylindrical neck and an eccentrically positioned passage extending longitudinally therethrough, a cap adapted to close said passage mounted upon said neck for limited rotation about the axis thereof, an aperture in said cap adapted to register with said passage when said cap is in one position of angular adjustment about the axis of said neck, a resilient gasket fixed to said neck and having an aperture in register with said passage, and means effective when said cap is in another position of angular adjustment to compress said gasket as and for the purpose set forth.

1,551,621.—Vanity Case. Jerome J. Rodenberg, Providence, R. I., assignor to The M. S. Rodenberg Co., Providence, R. I., a Corporation of Rhode Island. Filed Feb. 5, 1925. Serial No. 7,144. 4 Claims. (Cl. 132—83.)

1. A vanity case comprising two toilet preparation receiving receptacle members hinged together, a mirror pivotally mounted on one of said members to swing in a plane parallel to the plane of the member to which it is attached, means for automatically moving said mirror to extended position upon the swinging part of said hinged members, and a stop to limit the swinging movement of said mirror.

1,551,638.—Dental Cream or Paste. Peter H. Brady, Spokane, Wash., assignor to The Somish Company, Spokane, Wash., a Corporation of Washington. Filed Jan. 6, 1925. Serial No. 864. 5 Claims. (Cl. 167—9.)

1. A base for a tooth paste comprising a solution of Soap Lake salts saponified in combination with suitable oils overcoming the alkaline excess of the salts.

1,551,737.—Vanity Case. Clarence E. Field, Stockbridge, Mich. Filed Feb. 9, 1925. Serial No. 7,751. 8 Claims. (Cl. 132—82.)

1. A vanity case including three hingedly connected members, two of said members being closures for the opposite ends of the case, a relatively thin stationary plate connected to said third member, and adjustable means on said third member co-operating with said plate for removably connecting the plate thereto.

1,551,942.—Powder-Puff Making. Julius Danquigney, Lindenhurst, N. Y., assignor to Maurice Levy Company, Inc., a Corporation of New York. Filed Aug. 30, 1924. Serial No. 735,113. 4 Claims. (Cl. 112—262.)

3. A method of making a powder puff which consists in forming stitches by passing a thread through spaced points of two pieces of fabric having nap surfaces while the said nap surfaces are held adjacent to each other and without interlocking the consecutive loops of thread thus formed so that the said thread can be moved relatively to the said pieces of fabric, connecting the thread portions at the end and at the beginning of the said line of stitches to each other so as to form a continuous and connected line of stitches, reversing the said pieces of fabric at one of the said loops of the thread spaced from the point where the beginning and the end of the said line of stitches are connected to each other, pulling the said thread tight so as to tightly connect the said two pieces of fabric to each other, and then holding the said thread in position so as to prevent the release of the said pieces of fabric.

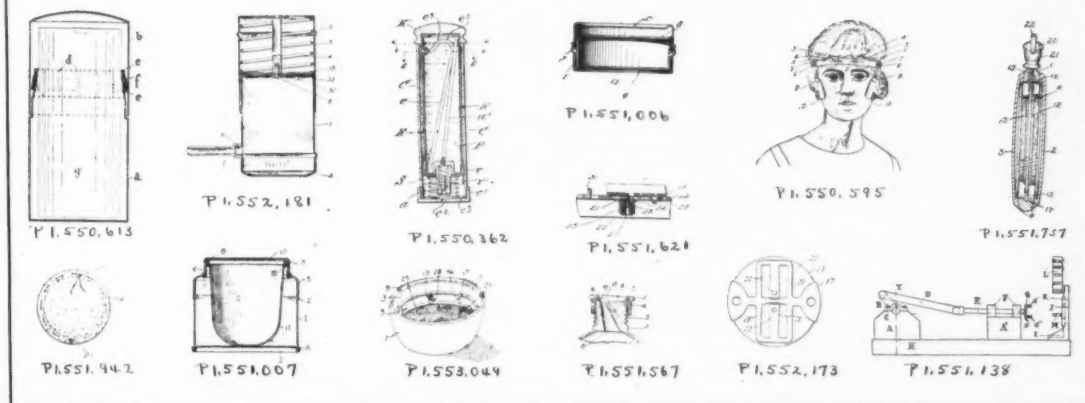
1,552,173.—Powder Box. Franz K. Krag, Chicago, Ill. Filed Dec. 26, 1924. Serial No. 757,992. 8 Claims. (Cl. 132—82.)

1. In a powder box, a powder compartment, said compartment having a rotatably mounted perforated cover and a movable bottom and resilient means supporting said bottom, a bottom compartment in said box in which said resilient means are mounted, said resilient means having oppositely extending wings which normally press against the sides of said bottom compartment.

1,552,181.—Powder Atomizer. Tina Solomon, Brooklyn, and Isaac Tolmach, New York, N. Y. Filed Nov. 5, 1921. Serial No. 513,206. 1 Claim. (Cl. 128—266.)

A portable powder atomizer comprising a tubular container, a cap movably connected with said container to close

PATENTS



one end thereof, a nose projecting outwardly from the surface of said container in proximity to the capped end and having an axial bore communicating with the interior of said container, a nozzle removably fitted upon said nose, a plunger slidably fitting said container in an air-tight manner to form a powder chamber therein, a rod detachably connected with said plunger and projecting therefrom exteriorly of said container, a sleeve slidably upon the exterior of said container and connected with said rod for guiding said plunger and for actuating it in one direction to expel powder through said nozzle and a spring located within said sleeve and exteriorly of said container for actuating said plunger in the opposite direction.

1,553,049.—Powder Box. Roy Romero, Los Angeles, Calif. Filed Nov. 6, 1924. Serial No. 748,154. 3 Claims. (Cl. 132—82.)

1. A powder box comprising in combination a box, a shelf therein, recesses in the shelf, a powder puff support, a perforated powder puff carrier, and springs between the support and the carrier situated in the recesses.

Trade-Mark Registration in Hawaii

Local trade-mark registration in Hawaii may be obtained under sections 3573-3576 of the Revised Laws of Hawaii, 1925. Under these sections an application for the registration of a print, label, trade-mark, or trade name must be filed in the office of the treasurer of the Territory, with a declaration verified by the oath of the applicant. A fee of \$5 is payable upon the filing of such application. The registration confers the exclusive right to the use of the registered print, label, trade-mark, or trade name in the territory of Hawaii for the term of 20 years.

Sections 3676a and 3576b, added to the Revised Laws of Hawaii on April 29, 1925, make the infringement of a registered print, label, trade-mark, or trade name a penal offense punishable by a fine of not more than \$1,000.

Trade-Mark Registrations in Japan

In recent issues of the *Japanese Trade Mark Gazette* a number of applications have appeared for the registration of trade-marks which may conflict with American trade-marks used in trade in Japan. As the registration of a trade-mark in Japan amounts to conclusive evidence of title, unless opposed, canceled, or annulled according to the provisions of the law, details of the published applications are given for the interest of those parties who are using identical or similar trade-marks in Japan.

Published March 31, 1925

Lemon soap—for soaps No. 11784; application presented October 6, 1924, by Seiya Kabushiki Kaisha.

Rolland—for toilet powder, tooth powder, and the like; No. 11940; application presented January 2, 1925, by Ito Kabushiki Kaisha.

Published April 14, 1925

Sunkiss.—With Japanese characters; for perfumes and toilet articles; No. 12120; application presented March 23, 1923, by U. Tamura.

Sunmaid.—In the picture which is the exact reproduction of the trade-mark of the Sun Maid Raisin; for hosiery; No. 12249; application presented November 26, 1924, by Japan Hosiery Co. (Ltd.).

Published April 28, 1925

Mum.—In heavy type and Japanese phonetic character underneath; for perfumes and other toilet articles; No. 12579; application December 1, 1924, by I. Sakamoto.

THE BANK OF THE HOLY GHOST

One of the oldest banks in Europe, which has survived more than three centuries of political and financial change, is the Banco di Santo Spirito, the Bank of the Holy Ghost, in Rome. Basil Miles, American Commissioner to the International Chamber of Commerce, in a report from Paris, calls attention to the fact that this ancient institution has been recently transformed into a modern banking establishment.

"Created by Papal Bull in 1606," he says, "it has recently been authorized to transact all kinds of banking operations with a capital of fifteen million lire. Originally, this bank made its profits by charging clients a fee for the safe custody of their funds, and the profits were turned over to the Pio Istituto di Santo Spirito, the oldest and most important philanthropic institution in Rome. The antiquated regulations governing the bank made competition with modern institutions impossible, so that about 50 years ago it ceased to do general banking business. Re-organization last year has turned the Bank of the Holy Ghost into a modern institution."

You Should and You Must

There are two reasons for telling the truth in advertising. First, *you should*; second, *you must*, says a writer in the *Silent Partner*.

Misrepresentation or exaggeration in advertising costs the confidence of the public. This is why *you should*.

A lie in advertising may be made to answer to the law, and this is a kind of advertising that will ruin almost any business. This is why *you must*.

There are many more reasons for truth in advertising, but when you "should" and when you "must," why bother your brains about whether you *will*?

NEW ALCOHOL ENFORCEMENT DETAILS

(Continued from Page 391)

libility. The market will pay any price and swallow any bootlegger's fairy tale as to quality. But one by one intelligent citizens will realize the danger to government and society which they are creating by enriching this bootleg class of community members, and feeding fat a business which exists only through corrupting the very agents of government and business, whose honesty is essential to the stability of society. One by one, they will learn that their imported whiskeys, etc., are being made in Canal street from industrial alcohol and thus will refrain from buying them.

"3. The bootleg industry, in one form or another, extends over the whole country; but it operates mostly in the centers of population. Its business is collecting supplies and distributing them, and its operations vary in size from the small operator, who sells locally the product of local stills, up to the big operators whose lines extend into foreign sources of supply and into broad fields of distribution. None of these operations that are big enough to be more than matters for local police control can be carried on except through conspiracies to violate the laws. These conspiracies involve many persons in various walks of life. All are guilty. Among these persons the final distributor is of least importance. In fact, he is of no importance to the federal government except as he furnishes a line of approach to the bootleg operator whom he represents."

Andrews Outlines General Policies

Relative to general policies of procedure, Mr. Andrews said:

"Government, by treaties and negotiations, will make it more and more difficult for unscrupulous operators to take advantage of the protection of foreign flags to engage in large smuggling operations by sea; and will also make smuggling from the territory of our near neighbors both difficult and dangerous.

"Behind the Coast Guard first line on our sea fronts, and on all our borders, both sea and land, the Customs are being organized and reinforced to take the responsibility for stopping smuggling, each along his own front.

"Within this Customs line the Prohibition Unit is organized to attack domestic sources of supply. Distilleries, industries using alcohol and breweries, if proven to be sources of supply to the bootleg trade, will be proceeded against as nuisances and closed. This is a purely business proposition, easily understood, and should be capable of execution. Our inspectors will be trained chemists and pharmacists, and our enforcement agents trained criminal investigators and under-cover operators.

"Meantime we shall proceed vigorously toward the arrest and punishment through major conspiracy cases of those who are conducting the bootleg business."

THE ALCOHOL FAMILY

Reports reaching us from abroad indicate that various members of the alcohol family may command our attention for some little time, and their synthesis constitutes the most important industrial chemical development in the near future. It is rumored that a French concern expects soon to be able to offer synthetic ethyl alcohol at a price below that of alcohol produced by fermentation. It is stated that from 13 to 19 kg. of ethyl alcohol are produced for each ton of coal carbonized, which is considerably better than the quantity of benzene recoverable from coke-oven gases. This is largely discounted by some experts who maintain that no one has as yet produced synthetic ethyl alcohol on anything like a commercial basis.

A German patent, No. 350,048, and its amendment 362,537, discusses a procedure for the manufacture of synthetic butyl alcohol. Copper is used as catalyst, being precipitated from its salt solutions and then reduced at low temperatures. German patent 384,351 of March 21, 1922, indicates a number of examples, of which we give two. Neutral crude aldol is led, by means of a current of hot excess hydrogen, over a copper catalyst heated to 200° C. obtained by a reduction of precipitated copper hydroxide at from 200° to 250° C. Two hun-

dred parts of crude aldol, with about 150 parts of pure aldol, yield about 100 parts of normal primary butyl alcohol. Some acetaldehyde present in the crude aldol is carried over at the same time in ethyl alcohol, which can be separated from the butyl alcohol by rectification. Another example, croton aldehyde, is led with excess steam over a copper catalyst at a temperature of about 180° C. In this case 200 parts yield 200 parts of butyl alcohol.

Isopropyl alcohol is being produced synthetically by the Badische, and attention is still centered on plans for the increased production of synthetic methanol in Germany and in France.

In many laboratories in America research has been undertaken on a serious basis which may soon be expected to lead to encouraging results and place America in a favorable world position, says *Industrial & Engineering Chemistry*.

TARIFF DYE CENSUS; AROMATIC IMPORTS

(Continued from Page 390)

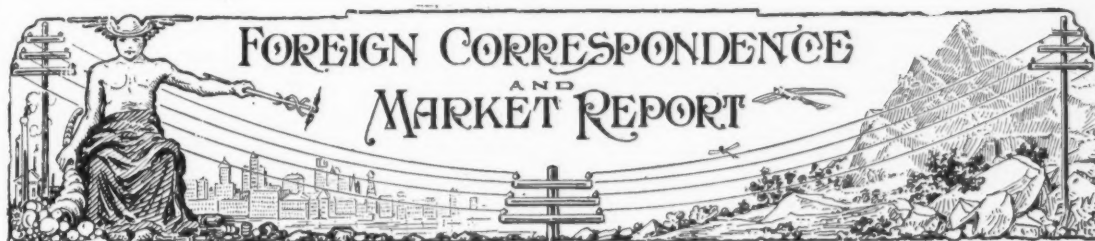
Imports in July amounted to 5,999 pounds, with an invoice value of \$15,837. The largest total of any month of 1925 was in April, when 15,020 pounds, with an invoice value of \$33,543, were imported.

The August tabulation of imports of synthetic aromatic chemicals of coal tar origin follows:

Name of Chemical	Quantity		Invoice Value	Per Cent by Country of Shipment
	Pounds	Ounces		
Acetophenone	27	{ Holland, 93%
Acetyltoleune	11	{ England, 7%
Anisic aldehyde	82	{ France, 100%
Benzyl acetate	70	8	...	{ France, 100%
Benzyl acetate extra	661	{ France, 100%
Benzyl benzoate	200	{ Switzerland, 100%
Benzyl propionate	15	{ Germany, 67%
Benzyl salicylate	10	{ Holland, 33%
Benzylidene acetone	46	{ Switzerland, 100%
Bromstyrol	35	{ France, 100%
Cinnamic aldehyde	132	{ Holland, 100%
Diethyl phthalate	86	8	...	{ Germany, 83%
Dimethyl hydroquinone	3	{ Germany, 17%
Diphenyl methane	25	{ Switzerland, 100%
Ethyl anthranilate	2	3	...	{ France, 100%
Diphenyl oxide	66	{ Germany, 100%
Cardenal	77	{ France, 100%
Heliotropine	599	13	...	{ Holland, 100%
Hyacinth compound	50	{ Germany, 98%
Keton D	8	{ France, 2%
Methyl acetophenone	100	{ Holland, 100%
Methyl anthranilate	135	{ Germany, 100%
Methylphenyl acetate	50	4	...	{ Switzerland, 93%
Musk ambrette	1,171	{ France, 7%
Musk ambrette residue	100	{ Switzerland, 100%
Musk ketone	121	{ France, 100%
Musk xylene	270	{ Holland, 100%
Musk residue	5	{ Holland, 100%
Neroline (B-naphthol ethyl ester)	55	{ Holland, 100%
Phenylacetic acid	5	{ Germany, 100%
Phenylacetic aldehyde	175	14	605	{ Switzerland, 28%
Phenylethyl acetate	33	{ Holland, 71%
Phenylethyl alcohol	682	..	1,419	{ France, 1%
Phenylethyl alcohol extra G	100	{ Holland, 100%
Phenylpropyl alcohol	10	{ France, 40%
Rhodinal P	22	{ France, 34%
				{ Holland, 26%

American Toilet Waters Popular at Amoy

Consul Leroy Webber, Amoy, China, says that according to local retailers, the use of toilet waters is increasing in popularity among the Chinese. An inspection of Amoy stores shows that the dealers carry quite an assortment of articles put up in various sizes. Two American brands are well established in this market, and their principal competitors are the Pinaud and Coty, both of French manufacture. A number of lavender and other toilet waters of English manufacture are sold but usually these sales are confined to British residents. American made "Florida" waters are also very popular among the Chinese trade.



CHILE

SALES TAX ON TOILET PREPARATIONS INCREASED.—The 40 per cent surtax on sales taxes for imported toilet and pharmaceutical preparations established by a law of March 19, 1925, has been abolished by a revised sales tax measure establishing new rates which became effective August 1. These taxes vary in rate according to the sales prices of the merchandise as in the original law, but have been increased in most cases. The sales tax on domestic toilet and pharmaceutical preparations has also been increased.

Merchandise subject to these sales taxes include all kinds of essences, lotions, extracts, hair dyes, powders, pomades and similar goods for toilet use and all specifics, powders, and liniments for medical or veterinary use.

The full text of the revised regulations is on file in the Division of Foreign Tariffs at Washington and information regarding the new rates on specific articles will be furnished upon request.

ENGLAND

BRITISH CROP PROSPECTS.—According to reports from William Ransom & Son, Ltd., herb growers of Hitchin, the peppermint crop is in poor condition due to the excessive wet of the winter. Some beds, in fact, are almost bare. It is expected that the recent spell of hot, dry weather will have improved the oil-bearing potentialities of the lavender crop, which is now showing a nice head of bloom. Rosemary did not make much summer growth, but this has been compensated for by the August rains, and there will probably be an average amount for distillation.

Stafford Allen & Sons, Ltd., reports that the long drought adversely affected most of the crops at Long Melford. The crop of dill, however, is looking promising, though rather short on the straw. The yield of seed should be good, owing to sunshine. Lavender stood the drought moderately well, but clearly showed the need of the rain which fell in August. English oil of lavender has come down considerably in price and this firm is reported to see no reason for an advance this season. Peppermint will be a short crop at Long Melford. The winter was not at all favorable and the drought has greatly reduced the area of fresh plantings. The oil will be scarce this year and the yield of oil per acre very poor.

OBITUARY.—Charles Percy Gosnell, one of the best known perfumers in England, and creator of "Cherry Blossom," died July 27 at the age of 72 years. Mr. Gosnell was chairman of John Gosnell & Co., Ltd., manufacturing perfumers and fine soap makers, London, with which firm he had been connected for more than half a century. The firm dates back to 1760.

(Continued on Page 430)

THE MARKETS

Essential Oils, Aromatic Chemicals, Etc.

The markets have been active during the month. It has been a period of intense activity in primary market circles and the New York trade has been about as busy as it could well be. The remarkable increase in the activity of trading has been accomplished, however, with virtually no increase in the volume of goods being taken by the consumers. They have not been buyers. They have pursued the same course which has been the rule throughout the summer and have bought only when they required goods and then, only in moderate quantities. And they have seen prices, almost throughout the entire list, stand firm or advance.

In general, the prospects for business during the next two months are good. Consumers will have to purchase for holiday requirements and they cannot long delay now. Meanwhile, trading between dealers has brought about a very firm market and one which seems set for a still further general advance in prices as soon as the consumers do decide to purchase.

Featuring the month has been the further rapid rise in citrus oils. Strength has been the keynote in this group both in the New York market and at Italian primary points. Rapid advances abroad have been aided by a more or less sensational rise in the price of Italian exchange. The spot market has been almost bare of stocks throughout the month and is not now in any better condition. The result has been a very sharp rise in bergamot, a further advance in lemon and what begins to look like a real show of strength in orange.

Mint oils have been featured by the strong advance in spearmint. This article has been neglected by growers in the Middle West on account of the high price of peppermint and the result is that the new season opens with spearmint certainly under-produced and no very large carry over available from last year's moderate crop of the oil. Prices have advanced rapidly and are still advancing and the trade is looking to see spearmint rival peppermint in price this season. There has been no very great advance in peppermint prices. Values have been quite stable since the rise early in August. Certainly, the country has not weakened a bit. Apparently, large operators there have purchased a great deal of the current crop. They are not offering this oil very freely. Spot oil is scarce but at present levels, buyers will wait even if they pay more later.

Wormseed has been another strong article. Early reports indicated that the crop would be light, but no one paid very much attention to these reports believing, apparently that they were the usual bullish statements issued from Maryland each year. However, they have turned out to be authentic and the market at the moment is very strong despite the recent series of sharp advances. Other seed and spice oils are also strong. Celery is inclined to move higher. Anise and cassia are both in light supply and shipment prices on them are firm. Caraway seems to be about at the bottom and some sellers anticipate a gain. Ginger has declined from its recently inflated position.

Floral oils have shown little change. They have not entered much into the speculative activity of the market position. Lavender looks easier and France apparently has

plenty of oil to sell and is willing to sell it. Neroli is firm. Rose remains in about the same position as last month with very little offering and pure oil commanding high prices both in New York and for shipment from Bulgaria and France. Geranium seems likely to recover a little. It has been weak for a long time and indications are that stocks here and in France are not so large as they were a while ago.

Miscellaneous oils have been featured by a show of considerable strength in lemongrass which has advanced sharply on the scarcity of spot goods and high shipment prices from the East. Citronella has been unsettled although Colombo prices are much higher and the oil is likely to advance rather sharply if the speculative lots now available on spot are ever cleared. Bois de rose and linaloe have been steady without material change.

Synthetics and Aromatic Chemicals

The month has been more or less uneventful and there have been virtually no changes in the market prices on chemicals during the period under review. Lack of consuming demand has been felt in a somewhat easier tone in the market. The group has not been affected by the remarkable show of speculative activity and trading between dealers in the spot market which has featured the essential oil trade. Business in the aromatic chemical group is not carried on in this way and the necessity for trading between manufacturers is not so great as it is in the essential oil field. Brokers have not as yet entered the synthetic market to any great extent and most dealers are content to handle the products on merely an order filling basis.

Manufacturers indicate a strong belief in the immediate future of the market, however. They believe that consumer buying must start in the near future and they point to the fact that there is very little inflation in the market as an indication that the tone will be a firm one during the fall and winter months. Importers have complained some of lack of active business in August and the first part of September but they too are convinced that the next two months will be good ones.

Vanilla Beans

The market has dropped further, quite contrary to the expectations of the local trade. Dealers here, fortunately, have not been carrying any top heavy stocks this year on account of the high prices ruling and hence their losses in the declining market have not been as serious as might have been the case, although they have been serious enough. With these written off and only moderate supplies in New York, local interests admit that they are glad of the break and of the opportunity of trading on a more nearly normal basis than that of the last few years.

Various reasons are assigned for the break in Bourbons. Generally, it is contended that it was due to the large percentage of off-grade beans which entered the market from the last crop. This in turn arose out of faulty curing of the crop. With these inferior goods on the market at low prices, it was only a step to shading and finally slashing of prices on the good beans which were available.

At present, the general belief is that the bottom has been very nearly reached on Bourbons. Stocks in Marseilles are now estimated at about 50 tons. In New York, probably not more than 15 tons are available. Hence, any real demand would mean some stiffening of values. However, there are indications that any such stiffening will be temporary only and well informed interests still look for further weakness after the first of the year. Tahitis and South Americans share in this position to some extent. Mexicans can still decline when goods are received in substantial volume. They seem somewhat out of proportion with other grades at present. Business in no grade has been good on the declining market. Hence it has been a quiet month in point of turn over of supplies.

Recent bulletins issued by large vanilla consumers, who are incidentally sellers at various times, present an extremely bearish picture of the market. The latest of these bulletins explains at great length the increase in production of vanilla in all parts of the world and draws therefrom a very bearish moral. Of course these interests do not intend to mislead the consuming trade, but it is strange that in considering the situation as a whole, they have en-

tirely "overlooked" the part which an increase in consumption must inevitably play in the final determination of values. Demand as well as supply must be considered in attempting to judge the future of vanilla or any other commodity. Incidentally, if the price of vanilla is to be so much lower in the near future is it hardly fair to sell to consuming competitors at today's prices? On the other hand, if prices are to be higher, why should these consumers be willing to sell?

Sundries

Some improvement has been noted during the last week in the movement of these materials. The month on the whole, however has been an unsatisfactory one. Buyers have held off and the volume of business has been well below what is generally expected at this season of the year. Prices have been quite steady during the month however. Gamboge is very scarce and has advanced sensationally on this scarcity. Menthol has dropped, but only because of the selling activities of the largest consumer who has offered goods cheaply in this market with an evident intention of depressing quotations in the more distant positions.

THE FOLLY OF UNDERSELLING PLAYED UP IN AN UNUSUAL ADVERTISEMENT

An entire page of a recent issue of the *Saturday Evening Post* was taken up with the following advertisement, which contains principles of general usefulness, the unique feature being that no direct reference was made to the advertiser, except the one word Cadillac:

If a man truly deserves a high destiny, he will attain it. Time spent trying to thwart him is worse than waste time because it corrodes the spirit of the one who makes the attack. Effort against another rarely succeeds unless that other has already failed.

If your adversary is vulnerable it is permissible perhaps to press home your own superiority.

But, again, if he deserves and is deserving of his high destiny—you wound yourself when you seek to injure him.

There are those men, and those artistries, and those business institutions, which never relax their integrity and never lose their title as leaders.

They do not lose their leadership because they strive with mind, heart and soul to continue to deserve it.

Wise men do not waste time tilting at such high peaks as these.

More especially, wise men do not seek to alienate the millions who have bestowed the leadership.

When men in the mass have conferred fame and glory upon a name, it becomes in a sense their name, and they guard it jealously.

They are, as we say in the colloquialism of commerce, "sold" on that name; which means that they believe in it implicitly.

And, of all the follies of selling, there is no greater folly than that of seeking to unsell that which is well and truly sold in the minds of men.

Unselling fails a thousand times where once it wins a hollow victory.

It delays and distracts and stirs up the muddiest depths of anger and envy. It poisons the sources of mental and creative activity and diverts them from their honest and healthful purposes.

The excitement and the enthusiasm it engenders in the salesman who has undertaken the thankless task is a false and artificial emotion, born of unworthy motives. It punishes him whose one desire is to inflict punishment.

Meanwhile, the man, or the thing, or the business house, of high destiny goes on unperturbed.

If that destiny is deserved, it will be attained and maintained.

Malice Might Make Life a Flea Hunt

Malice never tries to wound a stranger. It always selects an acquaintance or picks on a personal friend. But life would be a mere flea hunt if we were to run down all the insinuations and suspicions uttered against us.—*Silent Partner*.

PRICES IN THE NEW YORK MARKET

(Quotations on these pages are those made by local dealers, but are subject to revision without notice)
(See last page of Soap Section for Prices of Soap Materials)

ESSENTIAL OILS

Almond Bitter, per lb....	\$3.20@	\$3.50	Neroli, Bigrade, Pure....	80.00@	100.00	Anisic Aldehyde, dom....	3.50@
S. P. A.....	3.45@	3.65	Petale, extra	100.00@	130.00	foreign	3.75@
F. F. C. "Art".....	1.75@	1.80	Nutmeg	1.85@		Benzaldehyde, U. S. P....	1.55@ 1.65
Sweet True.....	.85@		Orange, bitter.....	2.75@		F. F. C.....	1.75@ 1.80
Apricot Kernel65@		sweet, W. Indies.....	2.70@	2.90	Benzilidenacetone	2.75@ 4.50
Amber, crude.....	.75@	.80	sweet, Italian	3.00@	3.25	Benzophenone	5.50@
rectified90@	1.00	Calif.	2.80@	3.00	Benzyl Acetate, dom....	1.25@
Amyris balsamifera.....	1.95@		Origanum, imitation....	.35@		foreign	1.30@ 1.50
Angelica Root.....	36.00@		Orris Root, concrete, do-			Benzyl Alcohol.....	1.30@ 1.50
Anise, tech.....	.75@		mestic	4.50@		Benzyl Benzoate.....	1.50@ 1.65
Lead free, U. S. P....	.80@		foreign	5.00@		Benzyl Butyrate.....	5.50@ 5.75
Aspic (spike) Spanish...	1.50@		Orris Root, absolute (oz.)	70.00@		Benzyl Cinnamate.....	9.50@
French	1.65@		Parsley	6.25@		Benzyl Formate.....	3.25@
Bay, Porto Rico.....	2.40@		Pennyroyal, American ..	2.25@		Benzyl Propionate.....	5.00@
West Indies	2.30@		French	2.50@		Borneol	2.75@
Bergamot, 35-36 per cent.	6.00@		French	2.25@	2.50	Bornylacetate	3.50@
Birch, sweet N. C.....	1.90@	2.15	Peppermint Natural.....	16.00@		Bromstyrol	4.00@ 4.50
Penn. and Conn.....	3.50@	4.00	Redistilled	17.00@		Carvol	6.75@
Birchar, crude.....	.25@		Petit Grain, So. American	2.40@		Cinnamic Acid	3.25@ 3.50
rectified65@		French	6.00@		Cinnamic Alcohol.....	5.00@ 6.50
Bois de Rose, Femelle...	3.70@	4.00	Pimento	4.25@		Cinnamic Aldehyde.....	3.25@ 3.75
Cade, U. S. P. "IX"....	.33@		Pinus Sylvestris.....	2.00@		Citral, C. P.....	3.00@ 3.50
Cajeput, Native S. P....	1.05@		Pumilions	2.75@		Citronellol, dom.....	6.50@ 7.50
Calamus	4.00@		Rose, Bulgaria..... (oz.)	10.00@	15.00	foreign	6.75@ 7.50
Camphor, "white".....	.15@	.16	Rosemary, French.....	.60@		Coumarin, dom.....	3.40@ 3.65
sassafrassy18@		Spanish42 1/2@		foreign	3.50@ 3.60
Cananga, Java Native...	2.40@		Rue	4.00@		Diethylphthalate40@
rectified	3.15@		Sage	2.75@	3.00	Diphenylmethane	1.75@ 2.50
Caraway Seed, rectified..	1.90@		Sage, Clary.....	32.00@		Diphenyloxide	1.00@ 1.40
Cardamon Ceylon.....	48.00@		Sandalwood, East India..	7.25@		Ethyl Acetate50@
Cassia, 80/85%	2.25@	nom.	Santalum Cynorum.....	5.00@		Ethyl Benzoate.....	1.85@
rectified, U. S. P....	2.90@	3.15	Sassafras, natural.....	.90@		Ethyl Butyrate.....	1.50@
Cedar Leaf.....	.90@	1.00	artificial33@		Ethyl Cinnamate.....	4.50@
Cedar Wood.....	.60@	.65	Savin, French.....	2.35@		Ethyl Formate.....	1.00@
Celery	10.00@		Snake Root.....	15.00@		Ethyl Propionate.....	2.00@
Chamomile	6.00@	7.50	Spearment	10.50@		Ethyl Salicylate.....	2.00@
Cinnamon, Ceylon.....	12.00@	15.00	Spruce90@		Eucalyptol	1.00@
Citronella, Ceylon.....	.55@	.62	Tansy	3.35@		Eugenol	3.35@ 3.50
Java	1.00@	1.15	Thyme, French, red....	1.00@		foreign	3.35@ 4.00
Cloves, Bourbon.....	2.50@	2.75	white	1.10@	1.25	Geraniol, dom.....	4.15@
Zanzibar	2.15@		Spanish, red.....	.90@	1.00	foreign	4.35@
Copaiba60@	.70	Valerian	12.50@		Geranyl Acetate.....	4.75@
Coriander	10.00@		Vetivert, Bourbon.....	15.00@		Geranyl Butyrate.....	13.00@
Croton	1.00@		Java	18.00@		Geranyl Formate.....	12.50@
Cumin	11.00@	12.00	East Indian.....	30.00@	35.00	Heliotropin, dom.....	2.05@
Cypress	6.00@		Wintergreen, Southern..	4.00@		foreign	2.10@ 2.35
Cubeb	5.00@		Penn. and Conn.....	8.00@	9.50	Hydroxycitronellal	9.00@ 12.00
Dillseed	4.00@	4.50	Wormseed	5.50@	6.00	Indol, C. P..... (oz.)	8.50@ 9.00
Erigeron	3.85@	4.00	Wormwood	4.25@		Iso Butyl Benzoate.....	5.00@
Eucalyptus Aus.....			Ylang-Ylang, Manila....	26.00@	32.00	Iso Eugenol	4.25@
"U.S.P."65@	.70	Bourbon	10.00@	12.00	Linalol	5.00@ 6.50
Fennel, Sweet.....	.90@	1.00	OLEO-RESINS			Linalyl Acetate 90%....	7.50@ 8.00
Geranium, Rose, Algerian	5.00@	7.00	Capsicum	2.75@		Linalyl Benzoate.....	13.00@
Bourbon	4.00@	4.25	Ginger	3.75@	3.85	Methyl Acetophenone...	3.75@ 4.00
Turkish (Palma rosa) ..	4.25@	4.50	Cubeb	4.25@		Methyl Anthranilate...	2.75@ 3.25
Ginger	10.75@		Malefern	2.15@		Methyl Benzoate.....	2.00@
Gingergrass	2.75@		Oak Moss	15.00@	15.50	Methyl Cinnamate.....	4.00@ 5.00
Guaiac (Wood).....	4.25@		Orris	6.00@	15.00	Methyl Eugenol.....	8.00@ 10.00
Hemlock90@		Pepper, Black	3.85@		Methyl Heptenone.....	9.00@
Juniper Berries, rectified.	2.50@		Vanilla	18.00@	22.50	Methyl Heptene Carbon.	27.00@ 35.00
Juniper Wood.....	.65@		DERIVATIVES AND CHEMICALS			Methyl Iso Eugenol....	12.50@ 13.00
Laurel	5.00@		Acetaldehyde 50%.....	2.00@		Methyl Octine Car.....	27.00@ 35.00
Lavender, English.....	32.00@		Acetophenone	4.00@	5.00	Methyl Paracresol.....	6.00@
U. S. P. "IX".....	5.25@	7.00	Aldehyde C 14.....	22.50@		Methyl Phenylacetate,	
Lemon, Italian	2.15@	2.50	C 16.....	70.00@	75.00	Art. Honey Aroma....	6.50@
Calif.	1.90@	2.30	Amyl Acetate	1.00@		Methyl Salicylate.....	.43@ .48
Lemongrass	1.25@		Amyl Butyrate.....	1.75@		Musk Ambrette.....	8.50@ 10.00
Limes, distilled.....	2.00@	2.50	Amyl Cinnamate.....	2.35@		Ketone	11.00@ 14.00
expressed	5.00@	6.00	Amyl Formate.....	1.75@	2.00	Xylene	3.00@ 3.50
Linaloe	3.80@		Amyl Phenyl Acet.....	5.00@		Nerolin	1.65@ 2.00
Mace, distilled.....	1.85@		Amyl Salicylate, dom....	1.50@		Nonylic-Alcohol	40.00@ 52.00
Mirbane15@		foreign	1.75@		Phenylacetaldehyde 50%..	7.25@ 10.00
Mustard, genuine	14.00@	16.00	Amyl Valerate	3.00@	3.50	imported	7.25@ 10.00
artificial	2.25@	2.50	Anethol	1.25@		Pure	14.00@ 16.00

(Continued on Next Page)

Phenylacetic Acid.....	3.25@ 4.00	Balsam Peru.....	1.95@	Peach Kernel meal.....	.35@
Phenyl Ethyl Acetate..	12.00@ 15.00	Tolu	1.60@ 1.85	Rhubarb Root, Shensi...	.55@
Phenyl Ethyl Butyrate..	16.00@ 20.00	Beaver Castor.....	4.50@ 7.00	High Dried.....	.40@
Phenyl Ethyl Formate...	18.00@	Cardamon Seed, green...	1.85@	Powdered.....	.47@ .50
Phenyl Ethyl Propionate	18.00@	decort	2.65@	Rice Starch.....	.09@ .12
Phenyl Ethyl Alcohol, do-		Castoreum	4.00@	Rose leaves, red.....	1.60@
mestic	6.00@ 6.50	Chalk, precipitated.....	.03½@ .06½	pale65@
imported	6.00@ 7.00	Civet horns..... (oz.)	2.25@	Sandalwood chips.....	.35@
Rhodinol, dom.....	15.00@ 24.00	Guarana90@ 1.00	Saponin	1.25@
foreign	18.00@ 20.00	Gum Benzoin Siam.....	1.25@ 1.60	Styrax	47½@ 2.20
Safrol36@	Sumatra25@ .40	Talc, domestic..... (ton)	18.00@ 40.00
Skatol, C. P..... (oz.)	10.00@ 20.00	Gum Gamboge, pipe....	1.40@	French	(ton) 40.00@ 45.00
Terpineol, C. P., dom....	.36@ .41	powdered	1.60@	Italian	(ton) 50.00@ 65.00
imported36@ .46	Kaolin03@ .03½	Vetivert root.....	.30@
Terpinyl Acetate.....	1.50@ 1.75	Lanolin hydrous17@ .19	Zinc Stearate.....	.26@ .30
Thymol	4.00@	anhydrous20@ .23		
Vanillin52@ .55	Menthol, Jap.....	11.00@ 12.00	BEANS	
Violet Ketone Alpha....	5.50@ 9.50	synthetic	8.00@ 10.00	Tonka, Beans, Para....	.95@ 1.00
Beta	6.25@ 8.00	Musk, Cab, pods... (oz.)	18.00@ 20.00	Tonka, Beans, Angostura	2.20@ 2.35
Yara Yara	1.65@ 2.00	grains	26.00@ 28.00	Tonka, Beans, Surinam..	nominal
		Tonquin, gr..... (oz.)	36.00@	Vanilla, Beans, Mexican.	7.50@ 10.00
		pods	22.00@ 23.00	Mexican, cut.....	7.00@
SUNDRIES		Orange flowers.....	1.00@	Vanilla Beans, Bourbon,	
Alcohol Cologne spts., gal.	4.97@ 5.12	Orris Root, Florentine...	.11@ .14	whole	5.00@ 7.00
Almond Meal.....	.28@ .30	powdered14@ .30	Bour., cut.....	5.00@
Ambergris, black... (oz.)	15.00@ 18.00	Orris Root, Verona....	.10@ .12	Vanilla Beans, So. Amer.	6.00@
gray	30.00@ 35.00	powdered13@ .25	Vanilla Beans, Tahiti,	
Balsam Copaiba S. A....	.50@	Patchouli leaves.....	.20@ .25	yellow label.....	3.75@
Para46@			white label.....	4.25@

FOREIGN CORRESPONDENCE

(Continued from Page 427)

GERMANY

IMPORT RESTRICTIONS TO BE ABOLISHED ON OCTOBER 1.—The remaining German import license restrictions are to be abolished, with minor exceptions, on October 1, concurrently with the imposition of the new tariff rates.

The new Tariff Act contains few changes from the bill as originally published last May.

GERMANY—UNITED KINGDOM

MOST-FAVORED-NATION TREATY RATIFIED.—Germany has ratified the most-favored-nation commercial treaty signed with the United Kingdom last December. Ratification has still to be effected by the United Kingdom.

GREECE

NEW CUSTOMS SURTAX.—A new surtax of 3 per cent on the amount of customs duties has been collected on merchandise imported through Saloniki since June 22, 1925. The proceeds will be used for the maintenance of a proposed university at Saloniki.

OLIVE OIL.—A Ministerial Decree of August 11, 1925, prohibits the exportation from Greece of olive oil in any quantity or quality.

JAPAN

STIMULATING EXPORTS.—The Exporters' Guild Act and the Export Manufacturers' Guild Act, which were passed during the last session of the Japanese Imperial Diet with a view to stimulating and standardizing exports of merchandise from Japan, became effective on September 1, 1925, according to late advices.

TAX ON COSMETICS PLANNED.—The Ministry of Finance will ask the Diet next Winter to impose a tax on cosmetics which it figures will produce a revenue of more than \$3,000,000. The Ministry also is considering the advisability of asking for a tax on soap.

JAVA

JAVA CITRONELLA OIL.—Exports of this oil from Java and Madura during the first five months of the present year show a considerable increase compared with the figures for the similar period of 1924. From January to May, 1925, exports totalled 385,882 kilos (Jan.-May, 1924: 220,856 kilos; 1923: 199,000 kilos); a remarkable increase in the amounts shipped to the United States, compared with 1924, is recorded, as will be seen from the following table (amounts in kilos):

	January-May			January-May	
	1924	1925		1924	1925
Holland	16,028	36,937	China	4,086	3,513
Great Britain..	39,125	55,270	Japan	25,159	15,561
Germany	1,405	9,020	Philippines ..		1,017
France	96,750	132,050	Australia	5,210	5,959
Italy	267	534	Other countries	1,744
United States..	31,091	125,656			
Singapore		345	Total.....	220,865	385,882

UNION OF SOUTH AFRICA

TARIFF OF CUSTOMS DUTIES.—Among the items of interest in the new tariff of the Union of South Africa, which became effective July 30 are the following:—Flavoring extracts, 25% ad val.; saccharin and similar substances, £1 per 1 lb.; perfumed spirits, £1, 19s. per imperial gallon; toilet preparations, containing over 3 per cent alcohol, £1, 18s. per imperial gallon; essential oils, 5% to 25% ad val.; vegetable and animal oils, 20% ad val.; soap, soap powders, etc., 4s. 2d. to 4s. 9d. per 100 pounds, or 20% to 25% ad val., whichever is the higher; perfumery and toilet preparations, 40 per cent ad val.

Not in East Africa, but Possibly Canada

Hunter (giving the only existing veracious report of his expedition): "We saw only one lone hare."
Enthusiastic Listener: "Oh, and was it bobbed?"

Just a Clock-Watching Habit

Daylight saving just makes some people tired one hour earlier.—*Newspaper Enterprise Association.*



1923 CENSUS OF MANUFACTURE OF SOAPS SHOWS TWO YEARS GAIN OF 15 P.C.

The Bureau of the Census has issued a revised bulletin of the results of the 1923 Census of Soap Manufacture. Comparison with the advance report printed on page 576 of our issue of December, 1924, reveals no changes of importance and the key items are identical. Additional detailed statistics are given which are available in the official bulletin.

While the number of establishments is continually decreasing from census to census the value of the production has steadily increased, with the exception of the abnormal year 1919, when the figure soared unnaturally high, an inflation which reduced the number of soap manufacturers considerably.

The recorded value of the products as given in the last four reports is as follows: 1923, \$276,856,857; 1921, \$240,194,619; 1919, \$316,740,115; 1914, \$127,942,441. The per cent of increase in the 1921-1923 period was 15.1 and 87.7 in the 1914-1921 range.

New Contest in Soap Sculpture

The Art Center of New York announces a second national small sculpture competition among professional sculptors and students of sculpture, using soap as a medium. Two groups of prizes will be awarded. The professional prizes will consist of \$300 for the first, \$200 for the second, and \$100 for the third. There will also be two honorable mentions. The prizes for students are divided into two groups: senior prizes, for students over fifteen and under twenty-one years of age, \$75 for the first, \$50 for the second, \$25 for the third, and two honorable mentions. For students under fifteen years of age, first prize, \$25, second prize, \$15, third prize, \$10 and two honorable mentions. Complete information can be obtained on application to executive secretary, Miss Blanche A. Byerley, and all work to be submitted in the contest must be received in New York between October 15 and November 2. All sculptures to be submitted must be sent, all charges prepaid to W. S. Budworth & Son, 424 West 52nd street, New York. A jury of award consisting of sculptors will present the prizes on December 1 at a private view and reception at the Art Centre, 65-67 East 56th street, New York.

Babassu Oil Industry in Brazil

Consul Jack D. Hickerson, at Para, Brazil, has made a lengthy report on the Babassu nut industry, which is printed in full in Special Circular No. 78 of the Foodstuffs Division of the Department of Commerce. Babassu oil makes an edible fat and is reported to provide a satisfactory substitute for coconut oil in the manufacture of soap and toilet soap and preparations. The circular includes a series of chemical analyses of the nut and the oil. Two American firms are reported to be actively interested in the industry, which is comparatively new. Eighty per cent of the product is now being shipped to Germany. Nut-breaking machines are desired by some of the factors.

A NEW METHOD FOR PREPARING CHEAP TRANSPARENT SOAP*

By DR. H. KASAROWSKI

The preparation of transparent soaps, in popular language called glycerine soaps, which originally was obtained by dissolving good dried out grained soap in alcohol of high proof, today no longer offers to the trained specialist any particular difficulties, since a complete series of far more simple, and at that less expensive, processes have become known. He knows that for the stock, fats as clear as possible, highly saponifiable, containing stearin, light tallow, hard fat, coconut oil, palm oil and the like are to be taken, and as additions which help transparency, he has, besides alcohol, castor oil, glycerine and sugar solutions on his list. In addition, in the course of years an entire series of formulae, have been published in the literature of the industry, and today it hardly pays any longer to write on the long-exhausted theme, unless a few important observations made in most recent time are to be communicated, which seem appropriate to throw into the scrap heap the entire system of formulae so far known.

It has ever seemed remarkable that transparent soap, so elegant in appearance and with its esthetic action combining the feeling of cleanliness of the soap body, was prepared almost exclusively as fine soap or toilet soap, while apparently it was not in position to acquire for itself also the far greater sales territory of household soaps. Wherein lay this difficulty? Evidently one part of this trouble lay in the noble and therefore expensive raw materials; the second, in the not less expensive additions like castor oil, glycerine and alcohol, aiding the transparency. Not the least reason for this expensiveness however, was found in the comparatively complicated method of manufacture which never fully excluded sources of error and which did not permit manufacture on a large scale as in the preparation of grained soaps.

It is true that attempts have been made repeatedly to replace the expensive raw materials by cheaper substitutes. Thus, with time, a strong sugar solution crowded out the far more valuable glycerine. The great quantities of alcohol were attempted to be replaced by sodium carbonate, and an increased addition of castor oil, by cheap fillers consisting of a solution of common salt and potash. Self-evidently these substitute materials did not improve the soap, and the working method experienced no appreciable simplification. On the contrary, the failures increased, and in reality all these substitutions recorded no real progress.

Thus matters stood when in the next place, the soap industry was made acquainted with the so-called hexalin soaps, concerning which frequent reports were made in this periodical, and in the continuation with "Savonade," a highly concentrated, fluid hexalin-potassium soap, prepared

* *Seifens-Zeitung*, Vol. 52, No. 18, Page 365.

according to the D. R. P. 365,160. The attentive observer, who had opportunity for dealing with hexalin soaps must have been struck by the fact that the sodium soaps brought into combination with methylhexalin showed, although only a small degree of transparency, which however, was essentially increased when in place of pure methylhexalin, a high grade finished hexalin potassium soap, as for instance, "Savonade," was added to the soap. These observations then suggested some further steps along the path of discovery, and thus then the remarkable discovery was made that a hexalin potassium soap supplied with a quite specific emulsion effect, which in the following shall be designated as "Diaphan oil," is able to impart so high a degree of transparency both to a simply prepared settled soap and also to a grained soap, that nothing remains to be desired.

Diaphan oil, similar to Savonade, is a combination of methylhexalin with alkali combined with oleic acid prepared on the basis of the above mentioned patent, and represents a translucent, weakly fragrant fluid, which combines with extreme ease with closed hot soap, and without the use of other aids, like glycerine, alcohol, sugar solutions and the like, so changes it that the transparency which in reality is possessed by all hot closed soaps, remains permanent after the hardening of the soap mass.

In order to form an image of the unique effect of diaphan oil it is well to make some small experiments. Let the first experiment concern the preparation of a closed soap. For the purpose of simplicity select a fat charge consisting of 50 parts of coconut oil and 50 parts of tallow. Melt the fats together and then saponify them with the computed quantity of soda lye of high percentage in the usual way. To the hot closed soap add in the next place 50 parts of diaphan oil, and in a repetition of the experiment add 100 parts of the oil, stir the whole mass well, and let it harden in a mold. The hardened and quite transparent soap is, to be sure, at the beginning still somewhat soft and of rubber like consistency. But after a few days it gains essentially in hardness and firmness, and within the same time it has also made still further progress in transparency.

The second experiment may then be made with a grained soap. Here also to the hot well prepared soap may be added at first 25 per cent and then, on further experiments, gradually more diaphan oil. The right proportion, which is naturally dependent upon the fat addition used for the grained soap, may be easily determined in this manner. In any case we have it completely within our power to give to the soap that degree of transparency which appears desirable. If now a simple so-called marginal transparency is desired, as in the older resin soaps, an addition of about 10 per cent of diaphan oil to the hot soap mass is sufficient. But if the soap is to become completely transparent, the addition naturally is to be correspondingly increased. Only in case of fine soaps does it seem necessary to add a few per cent of castor oil to the fat addition.

If we consider diaphan oil from the viewpoint that we are concerned with a strongly acid, fluid hexalin-potassium soap, the following noteworthy conclusions are reached:

1. The diaphan oil is not to be evaluated as a dead filler principally aiming at transparency, like glycerine, sugar, spirits and the like. It represents even by itself alone an acid soap of high value. By addition of it, the fat content of the soap is naturally not depressed, but rather increased. The addition also brings to the sodium soap a certain amount of potassium soap, and thereby the capacity of the soap to form lather is considerably increased.

2. But beside a certain per cent of potassium soap, a definite per cent of methylhexalin is also contained in the diaphan oil, namely in a form in which a peculiar odor of this higher alcohol is no longer apparent. The dirt-dissolving property of the methylhexalin is probably sufficiently known. The transparent soaps prepared with the aid of diaphan oil are therefore more valuable by many degrees as "dirt-loosening soaps" than a simple soap without a dirt-loosening addition.

3. The method of preparation of the new transparent soaps made with the aid of diaphan oil offers not the slightest difficulties. It may be carried through both for

the smallest and largest quantities, and also it is profitable for the highly simple reason that the diaphan oil is furnished at prices which are no higher than the daily quotations of tallow and coconut oil.

For all technical purposes the transparent soaps prepared with diaphan oil require no special perfuming, since the odor peculiar to them is not at all disagreeable, and in no manner adheres to the wash goods after rinsing in water. But if it is desired to use perfume, it is well to select a composition of perfume in which, besides safrol and oil of citronella, certain quantities of oil of lavender are also contained. For coloring the soap, it is most advantageous to use laundry soap yellow, uranin yellow, uranin orange and the like, dissolved in water. With the coloring, however, extreme caution must be used, for in reality 1—2 g. of these colors are sufficient to color 100 kg. of soap.

THE FIXATION OF SOAP PERFUMES*

In the course of recent years, the demands made upon the perfuming of fine soaps have greatly increased. This in the main is to be explained by the strong competition which arose in the period after the war, and which incited manufacturers to excel their competitors in the selection of the perfumes for the soaps. In direct contrast to this consequence of the sharp competition, however, stood the price increase which it caused. This by mutual underbidding went downward so rapidly and completely that today it is hardly possible to speak of a merit worth mentioning in the making of fine soaps. It became necessary to debate the question how the preparation could be made cheaper without deteriorating the quality of the product.

While some took the course of employing cheaper fats or of filling the soap, others considered the saving in perfumery to be less dangerous. However the public has become very exacting both as regards the quality of the soap mass, as well as the perfuming. Even though a bar of soap is at first usually judged by the fragrance, a good soap is nevertheless readily distinguished from an inferior article.

The problem therefore is to maintain the quality of the soap mass and to lessen the expense of the perfume without decreasing its excellence. This result is best obtained by an especially good and appropriate fixative. If the correct means for fixing are chosen a smaller total amount suffices for a soap body free from odors resulting in a not inconsiderable saving. Artificial musk alone does not suffice for this; by a too abundant application it may become so prominent that it stands out disagreeably. Most suitable for the purpose indicated are the corresponding resins, which however have the disadvantage of darkening the color of the soap, or else are so difficult and complicated to use that many manufacturers shrink from employing them.

In recent times fixateurs have come into the market which consist of especially purified, almost colorless resin products, and are easily soluble both in alcohol and essential oils, but which may also be added directly to the soap, which in consequence of their thickly fluid property causes no difficulty. In reality they furnished to the chemist a material to permanently fix the perfumes without changing their character.

By a suitable addition of these fixatives one gains two advantages which are not to be undervalued: in the first place the perfume is excellently rounded off, and secondly it is bound and enveloped by the thickly fluid resins, so that it is not so easily attacked by the soap, and stands out more strongly in it, but in washing adheres to the skin a long time. This action makes possible a lessening by 25-30 per cent of the perfume addition. In the present day necessity for closest calculation this naturally has considerable weight; I can therefore urgently recommend a trial of these fixatives.

* *Seifens. Zeitg.* Vol. 52, No. 22, (1925).

NEW EXPERIENCES IN GLYCERINE MANUFACTURE*

By FELD and VORSTMAN

Although normal conditions have returned in the market and better qualities of fats are used in the manufacture of soaps, serious competition has arisen in the manufacture of soap, which exceeds in bitterness even that of the pre-war time and complaints are now heard of losses in the glycerine trade which are to be explained by the poor quality of glycerine. In the following, therefore, is to be investigated the source of the poor quality, where the difficulties are to be sought, and how they are to be corrected.

Crude Glycerine in Saponification

Occasion for complaints occurs in most cases in the too high ash content. As is known, this should not exceed 5%. The blame is laid mostly upon the method of purification. However, upon exact investigation of the ash contents it is often found that the ash consists of water-soluble substances, salt or sodium sulphate. Salt gets into the glycerine waters when refuse-fats from the margarine industry are the substances mostly split. Since salt cannot be removed by chemical methods, it must be removed previous to the splitting process. This may be accomplished by repeatedly washing the fats with water till the chlorine reaction disappears.

More frequently, however, too high a content of sodium sulfate is found. This also cannot be removed by chemical process. It gets into the glycerine waters when the sulfuric acid contained in the fatty acid is neutralized with soda after the splitting. This process is frequently used today in place of neutralization with barium carbonate, either because the expense for barium carbonate is too high, or because transparent soft soaps are to be prepared from the fatty acid, in which case the content of barium sulfate in the fatty acid naturally acts in a harmful way. Against the use of soda, there is no objection. Only in that case the second glycerine water should be drawn off previous to the neutralization. If this is not done, the greater part of the sodium sulfate formed from the soda and sulfuric acid is found again and thereby the crude glycerine is lessened in value.

A too great amount of organic impurities in the crude glycerine is to be explained only by improper purification of the glycerine waters. An effective chemical method of purification yields upon careful application never more than 1% of organic residue. There is a general attempt to lessen the expense of purification by being economical in the use of chemicals. In such cases the result is crude glycerine of small value, and therefore smaller profit from the same. The apparent gain is converted into a loss.

That the glycerine after being steamed must be filtered is self-evident. Nevertheless, factories are frequently found which believe that this filtration can be dispensed with. However, attention is called to the fact that even from the most carefully treated glycerine waters scummy substances are separated out after treatment with steam, which makes the glycerine turbid and unsightly, and increases the impurities.

The foaming of the fluid mass upon application of steam must at all hazards be avoided, since thereby losses easily arise. This foaming is in the larger number of cases produced by a purifying process not carefully carried out. It may of course be produced by a leakage in the apparatus beneath the level of the fluid mass. Such a leakage rarely occurs in apparatus intended only for glycerine waters.

Crude Glycerine from Spent Lyes

The leakages of the apparatus mentioned in the preceding paragraph which may cause foaming are frequently found in spent lye fixtures in which defective salt suction and ventilations, etc., may give rise to leakages. However, foaming on applying steam may in case of the spent lye be due in increased measure to the unbusiness-like purification of the crude lye. In general the place of purification in the arrangement for applying steam to the spent lye plays a more important role than in the application of steam to glycerine waters. The reason for this lies in the much greater amount of organic impurities in the spent lye which must be removed by the purifying process. This is probably nothing new to many readers; and yet it is ever necessary to emphasize it.

Also attention must be drawn to the fact that the poor quality of the separated salt, frequently complained of, is due to unsatisfactory apparatus and defective construction of the suction. The newest suction fully and completely obviate this defect, which has been so often experienced.

Difficulties Often Are Experienced

For good crude glycerines purchasers are always found, and that at the best possible prices, for they are easily distilled. But crude glycerines which have been prepared from glycerine water not properly prepared and purified, or from the spent lyes of the same, often occasion for the distiller the greatest difficulties possible. The impurities easily cause foaming during distillation in which dirt particles are easily carried along. For this reason so-called foam preventing appliances were formerly built into the distilling apparatus, but these fulfilled only incompletely their purpose to separate out the dirt particles; also they had too large a cooling effect, and for this reason too much glycerine ran back, and thereby naturally the expense of distilling was increased. More recently fluid separators have been built into the apparatus which completely exclude the carrying along of the impurities above mentioned, while their peculiar construction prevents a premature cooling of the glycerine vapors.

Dissatisfied Persons Can Use Inventive Minds

Much that is stated in the preceding paragraphs is certainly familiar to the practical worker, who, however, will like to read one or the other pointer.

If one is not satisfied with glycerine production, one should not hesitate to devise improvements. In the first instance economy should not be practised in the wrong place and then the work should be done with that caution and attention to detail which are naturally presupposed for obtaining a good glycerine.

**Seifens.-Ztg.* (1925), No. 28, p. 579.

CYCLOHEXANOL*

Cyclohexanol or hexahydrophenol is obtained by catalytic hydrogenation of phenol; it is industrially known as hexaline.

The catalyser used is activated nickel obtained by the reduction of the oxide and containing traces of the latter. This catalyser is very sensitive to the action of certain substances, and its efficiency can be destroyed by the halogens, by arseniated hydrogen, sulfurated hydrogen and oxide of carbon. It is therefore necessary to purify the hydrogen used for the reduction. The temperature most favorable for the reduction 180°; the use of pressure hastens the reaction.

The crude product obtained contains some impurities: some phenol not acted on (5—10%) and small quantities of cyclohexane and cyclohexanone. In passing this product a second time through the cycle of hydrogenation, the phenol remaining and the cyclohexanone are transformed into cyclohexanol. A regular formation may be obtained by dissolving the phenol in a little water before submitting it to the reaction. The process of manufacture has been perfected and now takes place in a single operation.

The specific gravity of cyclohexanol is .945, its boiling point is 160° and its flash point is 68°. Cyclohexanol is able to remain in the fused condition. When once solidified it melts at 16-17°. It is free from acid and from resin, and has a viscosity of 3.5° Engler or more. It dissolves and emulsifies substances which in general are not easily soluble; it is due to this property that cyclohexanol has found application in various industries. On the other hand, it is very soluble in certain vehicles, a point which permits the use of the indirect method. The odor of cyclohexanol is not exactly disagreeable; it is not oppressive; if desired, it can be masked by addition of decaline or of similar substances.

Let us recall that ten years ago cyclohexanol had found a special application. By heating to 500° it can be transformed with very little loss into erythrene, the basic substance of synthetic rubber; the reaction is produced in presence of platinum, of quartz, etc., as catalyser. The decomposition is instantaneous, and is accompanied by development of active gas; it is accelerated by putting the hexanol into an iron tube heated to 600°.

Cyclohexanol is a solvent or an emulsifying agent for fats, oils, waxes, natural and synthetic resins, mineral oils, oxidized fats, linotype, rubber, acetylcellulose, celluloid, acid fats and acid resins, metallic salts, etc. In certain cases the ethers of cyclohexanol, and especially the formate and the acetate, are the most powerful solvents, and are used in special cases; they are excellent substitutes for amyl acetate.

Cyclohexanol is practically insoluble in pure water, but very soluble in aqueous solutions of soap: a small quantity of soap dissolves several times its volume of cyclohexanol. The clear solutions thus formed serve very well for all kinds of cleaning; they remove very rapidly all spots or stains produced by grease, by oils, mineral oils, etc., without injuring the fabric. Even the soaps of lime and magnesia are easily assimilated by cyclohexanol or its solutions in soap; this product can therefore be strongly recommended since one does not have to avoid hard water.

This great efficiency as a washing and cleaning agent and its solubility gives a sphere of application almost unlimited in the entire textile industry. The development of lather is not limited, except in case of very large quantities of cyclohexanol. This excess is in general avoided completely, because the continued exposure to the odor of cyclohexanol affects the workers. It is recommended to use decaline to overcome this difficulty; it can be used with entire safety, its flash point being likewise at about 68°.

Several liquid soaps with cyclohexanol have been thrown upon the market under various designations: savonade, texapon, texaline, hydraline, etc. There are likewise some solid soaps containing up to 10% of cyclohexanol. These latter have the appearance of ordinary soaps, give abundant

lather and have a greater cleansing capacity. It is remarkable that the preparations with cyclohexanol as base have not found a more extended use in the daily life as liquid cleansers. In the textile industry are used a number of substances for taking out grease stains soluble in water, but they are without exception very inferior to those products which have cyclohexanol for base.

The mixtures of mineral oil with soap and with olein yield products soluble in water with 20-25% of oil, and are used for the washing of wool, etc. Mixtures of mineral oil and cyclohexanol with a much higher percentage of oil may be prepared. These solutions serve the same purpose, and can be removed from the fabrics much more easily and completely. Mixtures of cyclohexanol and mineral oil with even a content of 60% of oil can be removed by washing with tepid water at the end of several weeks.

Cyclohexanol is used in a large number of industries. In the paint and varnish industry, for instance, the driers, such as the derivatives of resin and the metallic oleates, easily dissolve in cyclohexanol and its ethers. Consequently these solutions can be employed in the regular practices of this industry. These preparations are especially interesting because of their great resistance to atmospheric conditions. It is easy to obtain solutions of linotype, usable in case of enamels with the ordinary solvents. Cyclohexanol is likewise a satisfactory solvent for special lacquers, which are becoming more and more popular. Very elastic waterproof lacquers are obtained. They are stained with colloidal coloring matters. These products can be used in the making of stains by filling the grain before putting on the first coat.

Cyclohexanol finds further uses in the making of elastic and plastic products by treating a cellulose ether with the phthalic ether of cyclohexanol, products of remarkable resiliency and pliability are obtained suitable for the making of films, etc. Different elastic substances with characteristic properties are obtained by mixing solutions of rubber and of celluloid with cyclohexanol. These substances can be stained with pigments added in the colloid grinder.

By mixing mica with these substances above treated a very good insulating agent results.

If the solvent of paints with "zapon" or with "cellon" or with cyclohexanol is evaporated, the residue is an elastic water-proof substance, which can be used for making buttons, umbrella handles, imitations of tortoise shell, etc.

The property of cyclohexanol to dissolve rubber has led to its application in analysis.

It answers very well for the manufacture of shoe polish, for floor polishes, of pastes for polishing metals, of wood varnishes, of leather glazing, etc., by putting into it, in solution or emulsion, the substances first used as solids. The syrup-like character of cyclohexanol hinders rapid desiccation. Its viscosity makes of it a good lubricant, free from acid and resin. The qualities of the lubricant can be changed by addition of fats, of mineral oils and of other hydrocarbon compounds. Cyclohexanol can be used as lubricant for internal combustion motors.

Its viscosity does not permit its direct application as liquid illuminants. But its viscosity is relieved by addition of cyclohexanone, of liquid hydrocarbon compounds, with ignition point higher than 21° (decaline, e.g.), or in certain cases by addition of alcohol, excellent liquid illuminants are obtained. Heat and light producing "solids" may be obtained by solidifying cyclohexanol, by combination with solid soaps, with saturated fatty acids, with waxes saponified or not saponified. The superiority over solidified alcohol consists in the much smaller quantities consumed. These solid combustibles burn with a brilliant flame, with neither smoke nor soot. As a derivative of phenol, cyclohexanol conserves the antiseptic properties of it. It is used for disinfecting and preserving seeds and for preparing various disinfectants.

Various ways have been suggested for reducing the rapidity of evaporation of the benzines and spirits. The simplest method consists in adding cyclohexanol, which may remain in the spirits or in the benzine without fear of a harmful effect, whatever the applications may be.

Cyclohexanol can be used for the preservation of wood.

This brief review gives an idea of the numerous uses of cyclohexanol, the applications of which will surely increase as we become further familiar with this substance.

*From *Org. Sci.*, 1925, No. 207, p. 7226.

ALKALI CONTRACT OUTLOOK FOR 1926

**Indications Are for Unchanged Prices on Coming Year's Business;
Decline Clause Elimination Not Likely; Discount Abuses May Be Stopped**

Within a few weeks, soap manufacturers will begin to estimate their requirements for alkalis on contract over the coming year and will begin to inquire for prices, terms, quotations and discounts on these requirements. During the latter half of the present month and the first part of October, it is probable that a considerable volume of business will be available for the alkali manufacturers if they choose to close it. Already, tentative inquiries are in the market and while only a few special contracts have been closed, interest in the alkali situation is quite intense in the chemical market and a large part of this interest is centered about the requirements and probable buying methods of the leading soap manufacturers.

While it is conceded in most directions, that contracts for chemicals over so long a period as a year and under present conditions surrounding this trade, are most unsatisfactory for the chemical manufacturers, it is nevertheless true that such contracts are an extremely essential part of the operations of the soap manufacturers. Only through contracting for at least a goodly proportion of their needs are these consumers able to estimate their costs of production and prepare to do business upon a profitable basis. Conditions in the alkali contract market are bad, however, and while steps have been taken in recent years to improve them, not a great deal of progress has been made.

Before entering into a forecast of the alkali market in 1926, it may be well to acquaint the soap manufacturers, who are probably the largest consumers, with the difficulties under which the manufacturers of chemicals are operating. During the war, the practice of writing contracts with protection against declines in price grew up in the chemical trade. Most of the contracts which are written now contain some sort of a decline clause. These clauses either automatically reduce prices when declines take place in the market or give the buyers the privilege of purchasing in the open market and cancelling a portion of the contract when the open market is favorable to them.

Contracts Favor Buyers

Under either of these conditions, it is quite evident that the contract either as a market protection to the seller or as a guarantee of a certain definite tonnage to be moved during a certain specified time is virtually worthless. The buyer has all the advantage. The manufacturer is bound to sell his product at a certain price and to make certain definite deliveries. The buyer is bound to nothing at all in case the market turns toward lower levels. He is, however, protected in every way in case of an advancing market.

Some two years ago, an effort to rectify this condition was made and a committee of the chemical industry drew up a uniform contract for use in bulk sales of chemical products. This effort was largely directed to the limitation of decline clauses in chemical obligations. It was hailed with much joy by the manufacturers and each one urged its adoption. Immediately, with the exception of a very few, they offered contracts to customers with the

objectionable clauses included and practically all of the makers are prepared to do the same thing this year.

Discount Evil Growing

In addition to this protection clause, there has recently sprung up a method of allowing the consumer a lower price in case of trouble with him without at the same time voiding the contract or permitting the customer to escape from the books. This method has been more in evidence this year than ever before. In fact, it may be said to have had its principal development during the current season. It has been customary in chemical circles to allow buyers a discount of one per cent for cash or net in thirty days. The new method of lowering prices without effect upon the market schedules has been to increase this cash discount by verbal agreement or to allow the buyer sixty, ninety or even 120 days in which to make payment of his invoices.

In one instance this season, an alkali buyer, who is rather sharp in such matters, secured terms from one of the leading manufacturers which allowed him a discount of 2½ per cent and almost indefinite delay in meeting his obligations. This consumer estimated that his net cost on caustic soda under these generous terms was considerably below \$2.90 per 100 pounds works, while the "market" has been held consistently at \$3.10 works throughout the season.

During the entire season, manufacturers of alkalis have made every effort to present the appearance of a firm market with little shading of the schedule of prices. They have in this respect been forced to deliberately mislead trade publications and also buyers in an effort to protect the contracts which they had made with decline clauses in them. With only one exception, THE AMERICAN PERFUMER & ESSENTIAL OIL REVIEW has been the only publication which has reported conditions as they actually were in the alkali market and has given a picture of the price shading and keen competitive condition which has been a feature of the market throughout the year.

Starting early in the summer, reports of shading on alkali business were heard throughout the market. Conditions grew steadily worse through June and reached the worst point in July. At that time, practically all of the producers had surplus alkali to offer and practically all of them were willing to sell it below the market schedule, provided they could get away with it without affecting their contracts. They succeeded in doing so only by the methods outlined above and through the intimidation of certain trade papers which started the season reporting the market as it actually was but changed suddenly in June with statements that the market was remarkably firm and that price shading was non-existent.

Prices Probably Unchanged

Demand for alkalis was not good during the summer owing to conditions in the textile trade and the greater than usual curtailment in the soap industry. Sales were smaller than usual. Contract deliveries were not up to satisfactory levels. Prices were shaded sharply although

this last was done as well under cover as was possible in the circumstances. In any event, manufacturers were able, through rather doubtful methods to avoid the operation of decline clauses in most instances. Lately, they have been favored by a resumption of buying and have helped themselves by some curtailment of production with the result that the market seems quite firm running into the new contract season.

Prospects for the coming year are quite satisfactory from the standpoint of the sellers. Early indications, without formal announcement, are that the prices at which the contracting consumer will be able to purchase will be substantially the same as those quoted a year ago for delivery during 1925. Makers seem to be fairly well satisfied with these prices. The controlling factor in the trade has asserted that they were fair prices which afforded both buyers and sellers profits on the business. Probably, when formal announcement is made, it will be of an unchanged schedule and buyers will be invited to enter contracts for caustic soda at \$3.10 works and soda ash at \$1.33 works.

At the same time, there is very little prospect of the abolition of the decline clause. No manufacturer can afford to refuse to contract on this basis when his competitors are willing to do so. The consuming industries still feel that the decline clause is an advantage to them. In a sense it is. At the same time, it is highly probable that its abolition would work in buyers' favor as much as sellers' in the long run. Alkali manufacturers, if they were able to estimate their sales with greater accuracy and knew that the sales would stick when they were made, could undoubtedly afford to make them upon more generous terms, both as to price and discount, than they can at present when they are unable to estimate or to feel any reasonable assurance that the business will not be cancelled by price cutting of competitors or in the outside market.

Sales to Be Normal

Indications are at the outset of the season that about the normal quantities of caustic and ash will be sold. Some makers estimate that the soap trade will take slightly less than last year but they believed that this will be made up by other consumers who will take correspondingly more. It is generally felt that contract prices will be named somewhat later than usual. Last year, they were not announced until November, ostensibly on account of the election and the uncertainty to business surrounding a possible change in the National Administration. Actually, there were other reasons for withholding contract prices from the open market for the result of the election was patent several months before the ballots were cast.

In any event, late announcement of contract prices worked very well last year. Not all of the consumers were forced to wait for the formal announcement. Most of the manufacturers were able and willing to take care of their really good customers well in advance of the formal announcement. The uncertainty as to prices was more apparent than real, although it did work to some extent to the disadvantage of some of the smaller consumers.

New Prices Late

It is hardly probable that new prices will be delayed into November this year, but announcement during the present month seems rather doubtful. Three months are ample for the signing up of the contract trade and too early announce-

ment has its dangers in the possibility of a precipitation of price shading and even slashing where desirable contracts are at stake.

On the whole, the situation at present is reasonably steady and it is to be expected that the market will operate about in the fashion in which it worked this year. Summer price shading is quite usual and it is hardly likely that any steps can be taken short of a revolutionary change which would eliminate decline clauses and actually control the spot market which will eliminate it. There is talk of a more rigid clinging to the actual sales terms and the discontinuing of the additional discount method of price shading, but it seems likely that the protection of other contracts will again be a paramount issue when the time for action arrives.

Soap manufacturers and other consumers may buy quite confidently at the opening prices. The situation is not likely to alter much from the time of the original announcement and the beginning of deliveries unless something wholly unforeseen happens. While business and conditions in the trade during the past year have not been any too satisfactory, the market, on the whole, has been reasonably stable and it seems likely to hold the same course during 1926.

PATENT FOR ADDING LIQUIDS TO SHAVING SOAPS TO FACILITATE SHAVING*

The process of shaving, whether by another person or by one's self, in spite of all improvements of the essentials required for this task, soaps, pastes, waters, etc., has in the past often been unavoidably combined with an annoying and disagreeable sensation of the skin. Many different means were sought to soften as effectively as possible, the hair of the beard for the cutting metal.

The inventor has demonstrated that a mixture of hydrogen peroxide with certain additions is suited to actually fill the want in question, because during the process of lathering it splits off particles of carbon dioxide with the water necessary for producing the lather which increase materially its formation, and in combination with glycerine and with spirits of soap impart to the lather a peculiar creamy character by which it affects the beard to a greater degree than it would otherwise. This pronounced effect upon the hair very essentially facilitates shaving.

Besides, as an especially favorable incidental effect emphasis is laid upon the fact that small wounds inflicted during the shaving process are immediately made sterile and are closed up. In the course of many experiments it has been shown that the favorable action as regards comfort and ease in shaving, quick and long immunity from infection as well as enduring smoothness and perfect freedom of the skin from irritation is assured. (D. R. P. 387,597 of August 19, 1922. Dr. Fritz in Hanau a. M.)

* *Deut. Parfum-Zeitg.* Vol. 10, No. 3.

Austrian Patent for Floating Soap

(AUSTRIAN PATENT 97,411, 1923, F. Brillmayer.) To a jelly formed by treatment of albuminous materials with concentrated alkalis or acids, is added a soap mass prepared in the customary manner, by salting out. A homogeneous grained soap is obtained which, after hardening and drying, floats on water.—*Chem. Umschau.*

Method of Making a Neutral Soap

J. Kirchfeld (U. S. P. 1,523,074).—Decomposed albumins are heated with an excess of alkali until evolution of ammonia is complete, and alum is added to combine with the excess of alkali. When solidification begins, the mass is added to an aqueous saturated soap solution

Features to Be Found on Other Pages

Readers of the SOAP SECTION usually will find items of interest in our Trade Notes, as well as in Patents and Trade-marks and Washington and Foreign Correspondence.

GERMAN POTASH INDUSTRY GAINS

Trade Commissioner W. T. Dougherty, at Berlin, reports that the German potash industry is in a most flourishing state; it is expected that sales this year will break the previous record of 1,295,000 tons of pure potash sold in 1922. The reason for increased production is twofold: In the first place, the Franco-German pact, signed May 7 last, dividing world markets, terminated competition between Alsatian and German producers; and in the second place, farmers throughout the world got more for their crops in 1924 than in the previous year, so that they are better placed to purchase artificial fertilizers. Sales of potash by the German Potash Syndicate amounted to around 650,000 tons K_2O in the first five months of 1925, inland sales totaling 490,000 tons and export sales 160,000 tons. The United States bought 54,000 tons, or 33 per cent of total exports and 11 per cent of total sales.

Of 221 potential mines, 80 are now operating two shifts of eight hours each. About 30,000 miners are employed, compared with 45,000 in 1922. They receive as wages about 5 marks per shift.

The new Kaiseroda plant at Merkers, south of Eisenach, is now in operation. This plant has an approximate capacity of about 7,000 tons K_2O monthly and is claimed to be the largest potash plant in the world.

French Potash Production Increases

An official report just issued states that during the first six months of 1925 the production of potash salts in Alsace amounted to 542,000 metric tons, compared with 527,000 metric tons and 480,000 metric tons during the corresponding periods of 1924 and 1923. In terms of K_2O , the production of this period of 1925 was the equivalent of 145,000 metric tons, or an increase of 7.4 per cent, and 22 per cent over the output for the periods in the two preceding years.

The production in June, 1925, has continued on the higher level established since the settlement of the labor difficulties during the first quarter and shows a marked increase over the output in the similar month of 1924 and 1923.

Potash Mines in Spain

La Unión Espanola de Explosivos expects to begin this year the exploitation of its potash mines in Catalonia, says a message from Madrid.

P. & G. Have a New Publicity Stunt

Procter & Gamble Co., have started a contest with a series of money rewards to those who find in American literature the most reference to ivory soap. For forty years this concern has been advertising this soap, using alternately the words and expressions "Ivory Soap," plain "Ivory," the words "It Floats," and "99 44-100% Pure," and contestants are to scan books, magazines, etc., in libraries, for the largest number of such references. The winners will receive substantial prizes.

New Barber Device for Lathering

The "latherizer," a lathermaking and spraying device invented by Robert H. Wager, an engineer, is being introduced to the barber shop trade. It eliminates the use of the shaving brush. The Latherizer Corporation has been formed with Hevenor & Co., of 452 Fifth avenue as fiscal agents and is preparing to market the device in all countries.

A small piece of especially prepared soap is used in the machine and replacements of this soap are expected to constitute a high percentage of the possibilities of the company's business.

Pacific Coast Freight Rates Raised

The Pacific Coast Committee of the Intercoastal Conference has raised the rate on soap, including soap chips, liquid or powdered washing crystals, and washing compound, non-inflammable and non-combustible, in cases, barrels, drums or kegs, to 50c for carload and 75c for less than carload. It was 45c and 70c. The new rate was effective on September 6.

FEATURES OF SOAP MATERIAL MARKET

(Continued from Next Page)

how much of this firmness is artificial and inspired by manufacturers in an effort to hold prices in line pending the announcement of contract levels for 1926 and how much is genuinely based upon an improved demand for goods is uncertain. The fact remains, however, that the alkali market faces the new contract season in excellent shape and there is not much reason for consumer to anticipate anything easier in the way of prices. Best guesses are that the levels will not differ materially from those now in effect on current business.

Imported chemicals are generally rather scarce in New York. The margin between import costs and the New York market has been too small to encourage heavy buying and for this reason stocks have not accumulated to any extent in New York. Lack of heavy demand is the only thing which has prevented some advance in spot quotations on caustic potash and carbonate of potash as well as other chemicals of European origin.

Other Soap Materials

Naval stores have continued strong. Record high prices of rosin have been set during the month and there seems to be little chance for an immediate recession in values. Trading has been slack owing to high prices but stocks have been moving abroad regularly and production has been consistently below normal. Continued high prices seem likely. Other soap materials have displayed little change. Starches are steady. Oils in general are slightly easier. Glycerine has been strong but it is difficult to start an advance in view of the fact that business is below normal levels.

Vincent Gets Palmolive Fellowship

Paul Vincent who has been on the staff of instruction of the Department of Chemistry at Cornell University for the last two years, has been awarded the Palmolive Fellowship for the 1925-26. This is the Fellowship held by Professor Paul H. Fall of Hiram College for the two years since the Palmolive Company established it in 1923. It carries an annual stipend of \$2,000 with free tuition, free laboratory fees and permits the Fellow to meet the requirements for the degree of Doctor of Philosophy in Chemistry. Mr. Vincent will work on some phase of the detergent action of soap, under the direction of Professor W. D. Bancroft who is an international authority on Colloid Chemistry. The problem studied will be used as a thesis for the Ph. D. degree.

Fruit Shaped Soap Protest Won

No. 49896.—SOAP—ARTIFICIAL FRUIT.—Protests 18754—G, etc., of Calhoun, Robbins & Co. (New York)

Soap in the form of fruit classified at 60 per cent ad valorem under paragraph 1419, tariff act of 1922, is claimed dutiable as toilet soap at 30 per cent under paragraph 82.

Opinion by McCLELLAND, G. A. In accordance with stipulation of counsel and on the authority of *Shallus v. United States* (13 Ct. Cust. Appls.—; T. D. 40937), the soap in question was held dutiable under paragraph 82 as claimed.

Factory Output of Fats and Oils

Factory production of fats and oils (exclusive of refined oils and derivatives) during the three months period ended June 30, 1925 has been announced by the Commerce Department as follows:

Vegetable oils, 402,373,487 pounds; fish oils, 8,672,693 pounds; animal fats, 478,809,499 pounds, and greases, 90,126,607 pounds, a total of 979,852,286 pounds.

The production of refined oils during the period was as follows: Cottonseed, 202,615,217 pounds; coconut, 44,217,669 pounds; corn, 14,871,423 pounds; peanut, 1,753,269 pounds; and palm kernel, 174,260 pounds.

MARKET REVIEW ON TALLOW, ETC.

TALLOW

(Written Specially for This Journal)

At present buyers and sellers are $\frac{1}{4}$ c apart. New York Extra tallow previous sales were made at $9\frac{3}{4}$ c per pound ex producers' plants, and soapers are willing to pay the same price for additional quantities. The various producers are holding firm at 10c ex plant, although it is possible that sales may take place later this week at a compromise of $9\frac{7}{8}$ c ex plant.

The markets in the Middle West and at western points are also firm and somewhat higher, with material being snapped up at full prices practically as fast as offered.

Greases in the local market which several weeks ago were temporarily unsalable, are now in better demand. House grease of good quality can be quoted $8\frac{7}{8}$ -9c loose ex producers' plants.

Unless all signs fail, indications point to a strong and steady market for several weeks to come, although general sentiment is inclined towards lower prices as we reach the winter months.

September 15, 1925

TOBIAS T. PERGAMENT.

GLYCERINE

(Written Specially for This Journal)

Since our review of August 13, the glycerine market in general has been firm, with the demand very good for crude and excellent for chemically pure; dynamite has been the laggard. In spite of large purchases in Great Britain by the prominent powder interests, there have been buyers for anything to be had here in the way of crude, and prices have advanced in some instances. The tobacco trade has taken a very large quantity of chemically pure, due no doubt to the enormous increase in the use of cigarettes, and the demand for this grade in the usual channels has been very good. There has been no advance in the price, 19c in bulk, being still the quotation, and at the moment, it does not appear that any rise is near at hand, for dynamite has suffered a sudden slump within the last week, which will serve to hold all grades down. However, we are still of the opinion that before the year is over we shall see a rise in values for crude, as well as for refined, in view of the demand both current and prospective. In spite of the feeling on the part of some of the prominent people in the trade that the anti-freeze solutions will not be much of a factor in the glycerine market, we think that we shall see a considerable increase in consumption, due to the use of glycerine for such purpose.

September 10, 1925.

W. A. STOPFORD.

VEGETABLE OILS

(Written Specially for This Journal)

All prices of vegetable oils have advanced since our last review. The present tight situation in cocoanut oil reminds one of the post-war period during 1919. Spot and nearby cocoanut oil is scarce and commands a considerable premium over forward deliveries. The main reason for this is the delay in arrivals of steamers from the Orient. At the moment there does not seem to be much relief in

sight until the delayed vessels arrive here and they are not expected until some time next month.

Cotton seed oil has fluctuated widely, recovering from its recent drop to 8c crude to $9\frac{1}{2}$ c for immediate shipment. This advance has also caused corn oil to strengthen and sales of the latter oil were made yesterday at $9\frac{3}{4}$ c Mid-West mill.

Olive oil foots also became stronger. Italian lira has been moving upward very rapidly during the last two or three weeks.

While palm oils are practically unchanged in price, importers are predicting a higher level in view of the advances and strength of other soap making materials, particularly animal fats. Palm kernel oil has moved upward in sympathy with cocoanut oil.

September 10, 1925.

A. H. HORNER.

INDUSTRIAL CHEMICALS

The market has shown a greater tendency toward firmness than has been the rule at any time since March. Just

(Continued on Preceding Page)

SOAP MATERIALS

Tallow and Grease

Tallow, New York, Special $9\frac{1}{2}$ c. Edible, New York $11\frac{1}{4}$ c. Yellow grease, New York, $8\frac{7}{8}$ c. White Grease, New York, $9\frac{1}{4}$ c.

Rosin, New York, September 15, 1925.

Common to good.....	13.30	I	13.45
D	13.35	K	13.45
E	13.35	M	13.50
F	13.40	N	13.55
G	13.40	W. G.....	14.60
H	13.40	W. W.....	15.65
Starch Pearl, per 100 lbs.....	\$3.67	@	
Starch, Powdered, per 100 lbs.....	3.77	@	
Stearic acid, single pressed, per lb.....	.13	$\frac{3}{4}$ @	
Stearic acid, double pressed, per lb.....	.14	$\frac{3}{4}$ @	
Stearic acid, triple pressed, per lb.....	.17		
Glycerine, C. P., per lb.....	.19		
Glycerine, dynamite, per lb.....	.18	$\frac{3}{4}$ @	
Soap, lye, crude, 80 per cent, loose, per lb.....	.12	$\frac{7}{8}$ @	
Saponification, per lb.....	.13	$\frac{7}{8}$ @	

Oils

Cocoanut, edible, per lb.....	.12	$\frac{1}{2}$ @	
Cocoanut, Ceylon, Dom., per lb.....	.11	$\frac{1}{4}$ @	
Palm, Lagos, per lb.....	.09	$\frac{1}{8}$ @	
Palm, Niger, per lb.....	.08	$\frac{1}{2}$ @	
Palm, Kernel, per lb.....	.10	$\frac{1}{2}$ @	
Cotton, crude, per lb., f.o. b., mill.....	.08	$\frac{3}{4}$ @	
Cotton, refined, per lb., New York.....	.10	$\frac{3}{4}$ @	
Soya Bean, per lb.....	.13	$\frac{1}{4}$ @	
Corn, crude, per lb.....	.12	@	
Castor, No. 1, per lb.....	.16	$\frac{1}{2}$ @	
Castor, No. 3, per lb.....	.16	@	
Peanut, crude, per lb.....	.13	@	nom.
Peanut, refined, per lb.....	.15	@	nom.
Olive, denatured, per gal.....	1.15	@	
Olive Foots, prime green, per lb.....	.08	$\frac{3}{4}$ @	

Chemicals

Soda, Caustic, 76 per cent, per 100 lbs.....	3.10	@	3.20
Soda Ash, 58 per cent, per 100 lbs.....	1.38	@	1.45
Potash, Caustic, 88@92 per cent, per lb., N. Y.....	.07	$\frac{1}{8}$ @	.07
Potash Carbonate, 80@85 per cent, per lb., N. Y.....	.06	@	.06
Salt, Common, fine per ton.....	15.00	@	24.00
Sulphuric acid, 60 degrees, per ton.....	10.00	@	11.00
Sulphuric acid, 66 degrees, per ton.....	14.00	@	16.00
Borax, crystals, per lb.....	.04	$\frac{3}{4}$ @	.05
Borax, granular, per lb.....	.04	$\frac{3}{4}$ @	.05
Zinc oxide, American, lead free, per lb.....	.07	$\frac{1}{4}$ @	.07

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